
CONSUMPTION PATTERNS AND PREFERENCES OF JAKARTA RESIDENTS REGARDING DIGITAL TV VIEWING: A SOCIAL AND POLITICAL MEDIA STUDY IN THE ERA OF BROADCASTING DIGITALIZATION

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Abstract:

The transition from analog to digital television in Indonesia is part of a media transformation that not only impacts broadcasting technology but also influences social structures, media consumption patterns, and the political dynamics of public communication. This study aims to analyze the consumption patterns and preferences of the people of DKI Jakarta regarding digital television viewing and to explain the socio-political implications of the broadcasting digitization process. The study employs a quantitative approach using a survey method involving 242 respondents spread across the DKI Jakarta region. The data were analyzed descriptively and interpretatively using the Diffusion of Innovation perspective and a media politics approach. The research findings indicate that the majority of residents in Jakarta have adopted digital television through the use of set-top boxes (STBs) at a rate of 77.7%, with viewing patterns peaking during prime time from 7:00 PM to 10:00 PM. News programs are the most popular content, with a viewership rate of 80.3%, indicating that television is still viewed as a credible source of public information amidst the dominance of internet-based media. This study also found that television digitization reinforces the phenomenon of media convergence through the use of multi-screen media and changes in the behavior of urban audiences. From a sociopolitical perspective, the transition to digital television reveals the interplay between government policy, the dominance of major media conglomerates, and disparities in access to technology within the digital public sphere. The novelty of this study lies in its attempt to simultaneously link patterns of digital television consumption with sociopolitical perspectives on media, particularly in the context of Jakarta's urban population following the digital transition. This study contributes to the development of research on digital communication and the political economy of media in Indonesia.

Keywords: *digital television, media consumption, public preferences, media politics, digital transformation.*

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INTRODUCTION

Advances in communication technology have significantly changed the public's media consumption patterns. Television, which previously used an analog system, has now transitioned to a digital system through the Analog Switch-Off (ASO) policy implemented by the Indonesian government under Law No. 11 of 2020 on Job Creation. This transformation is part of a major national broadcasting digitization agenda aimed at improving broadcast quality, enhancing frequency spectrum efficiency, and expanding public access to information (<https://uu-ciptakerja.go.id/>).

The digitization of broadcasting is not merely a matter of communication technology; it also involves the social and political dimensions of the media. In a social context, technological changes influence public consumption behavior, digital lifestyles, and family interaction patterns when accessing media content. Urban communities, such as those in Jakarta, have high levels of technology penetration, making them strategic areas for observing shifts in digital media consumption patterns (Djamal & Fachruddin, 2011).

From a media policy perspective, the transition to digital television highlights the state's role in regulating the distribution of public information and the national communications infrastructure. The ASO policy represents a form of state intervention in the national broadcasting system aimed at improving spectrum efficiency while accelerating the public's digital transformation. However, this policy also presents challenges, including the digital divide, public readiness, and the dominance of certain media industries in the digital sphere. Innovations can be communicated through specific communication channels at a given time to a specific individual or social group. One of the fundamental issues in the transition to digital television is the shift from analog to digital infrastructure. This involves a number of technical, economic, and policy challenge (Rogers, 2002).

Ministry of Communication and Information Technology Regulation No. 27/P/M.KOMINFO/8/2008 regarding the implementation of field trials for digital television broadcasting (fixed and mobile reception). This government policy, which involves significant costs in the effort to realize digital broadcasting in Indonesia, undoubtedly has noble objectives, namely: improving the efficiency of radio frequency spectrum utilization for broadcasting, enhancing the quality of television program reception, providing the public with a wider variety of broadcast programs, promoting the convergence of multimedia services, and fostering the growth of the content, software, and hardware industries related to digital television broadcasting (Laksana et al., 2022).

There are 32 television broadcasters in the DKI Jakarta region. The data on the number of households in the DKI Jakarta region, based on 2022 figures from the DKI Jakarta Provincial Central Statistics Agency (BPS), shows a total of 2,788,998 households spread across 5 municipalities and 1 regency (jakarta.bps.go.id).

Nielsen data shows that as of July 1, 2023, the number of television viewers across Indonesia reached approximately 130 million. Of that total, about 124 million have switched to digital broadcasting. Based on this data, viewers who still watch analog broadcasts account for about 5 percent, or 6 million viewers.

This makes it interesting for researchers to observe the viewing habits and preferences of residents of Jakarta regarding digital TV broadcasts. This study is significant because most research on digital television still focuses on technological and media management aspects, while studies linking digital television consumption patterns to social and political dimensions remain limited. Therefore, this study aims to analyze the consumption patterns and preferences of the people of Jakarta regarding digital TV viewing using a social science and media politics approach.

Although there has been extensive research on digital television in Indonesia, most studies still focus on the technical aspects of broadcasting, infrastructure readiness, and the effectiveness of the transition to digital television. Previous research has tended to view television digitization as solely a matter of communication technology, so studies on the resulting social changes in society and the political dynamics of the media remain relatively limited.

Furthermore, prior research generally has not linked patterns of digital television consumption to the media's political-economic dynamics, such as the dominance of major television industries, media ownership concentration, and digital access disparities among urban communities. Yet, the transition to digital television not only alters how people access media but also influences media power structures and the distribution of public information in the digital age.

Thus, this study is important because it seeks to fill a research gap by simultaneously linking digital television consumption patterns with social and political perspectives on media, particularly among the population of DKI Jakarta as an urban area with a high level of technology penetration.

LITERATURE REVIEW

Overview of Previous Research

Advances in digital technology have brought about major changes in mass communication systems, particularly in the television broadcasting sector. The transition from analog to digital television has become a key issue in the study of communication, media, society, and politics. These changes are not only related to improvements in

broadcasting technology but also influence media consumption patterns, audience preferences, social behavior, and even a country's communication policies.

Research on digital television in Indonesia has largely focused on the transition to digital broadcasting, public readiness for the Analog Switch-Off (ASO) policy, and changes in media consumption behavior. Djamel and Fachruddin (2011) explain that digital television is a broadcasting system based on digital modulation that improves picture and sound quality and enhances frequency efficiency compared to analog systems. This development is viewed as a form of modernization in Indonesia's broadcasting media.

In the field of media communication studies, Rogers (2003), through his Diffusion of Innovations theory, explains that the adoption of new technologies is influenced by communication processes within a social system. The transition from analog to digital television can be understood as a process of innovation diffusion, in which the public gradually accepts and adopts new technologies based on their level of knowledge, access, and perceived benefits. This study is relevant for examining how the residents of Jakarta are adapting to digital television technology.

Other studies on digital media consumption indicate a shift in public behavior regarding access to information and entertainment. Newman et al. (2021), in the Reuters Institute Digital News Report, state that modern audiences tend to consume media flexibly across various digital platforms. This shift has forced traditional media, such as television, to adapt to technological advancements and increasingly interactive audience behavior. In addition, a study by Newman et al. (2021) shows that the digital media transformation has led audiences to increasingly shift toward multiplatform media consumption patterns. However, the study focuses primarily on internet-based media and does not specifically address the role of digital television in urban communities.

Ahmadi's (2020) research shows that the development of new media has influenced people's communication patterns, particularly in the use of digital media as a source of information and entertainment. Digital television has become part of media convergence, which brings together television with internet technology and other digital devices. This indicates that people's media consumption patterns are no longer passive, but rather more active and selective. On the other hand, Ahmadi (2020) also emphasizes that the development of digital media has transformed communication patterns in society, making them more interactive and flexible. However, the study does not explain how television has managed to maintain its presence amid the dominance of internet-based media.

Furthermore, a study by Laksana et al. (2022) on the use of digital TV indicates that the digitization of broadcasting has a positive impact on the quality of media services and the efficiency of the frequency spectrum. Furthermore, broadcasting digitization is

considered capable of driving the growth of the creative industry and expanding public access to information. However, the study also identified a challenge in the form of limited public understanding regarding the use of supporting devices such as Set-Top Boxes (STBs), and the study has not yet addressed how the migration to digital television affects media consumption patterns and power dynamics within the broadcasting industry.

Translated with DeepL.com (free version) In a socio-political context, digital television is understood not only as a technological innovation but also as a political instrument of state communication. The policy of transitioning to digital television through the Analog Switch-off (ASO) demonstrates government intervention in regulating the national broadcasting system. The state has an interest in creating spectrum efficiency while expanding equitable access to public information. Therefore, the transition to digital television is also linked to the dynamics of media power, communication regulation, and public access to information.

Several previous studies have also highlighted that television still plays a significant role as a public information medium, particularly for news programs and live broadcasts. Although digital platforms such as YouTube, Netflix, and social media are growing in popularity, television remains a trusted source of up-to-date and reliable information for many people.

Gaps and Limitations of Previous Research

Although extensive research has been conducted on digital television, several limitations remain evident in previous studies. First, most studies have focused primarily on aspects of broadcasting technology and media management, such as digital infrastructure readiness, broadcast quality, and frequency usage efficiency. Research specifically examining public consumption patterns regarding digital television remains relatively limited, particularly in the context of urban communities such as Jakarta.

Second, previous research has generally focused only on communication and technology without linking them to the social and political dimensions of media. In fact, the transition to digital television not only affects how people access media, but is also linked to power relations, government regulation, the distribution of public information, and cultural changes in the digital society.

Third, there is a lack of research that examines audience preferences for digital television content in depth. Some studies merely describe the level of digital television usage without analyzing the types of programs that the public prefers, consumption behavior based on viewing time, or the influence of socioeconomic factors on media preferences.

Fourth, previous research findings indicate varying results regarding the public's

acceptance of digital television. Some studies suggest that the public is ready for the digital transition, while others point to remaining barriers such as limited access to devices, low digital literacy, and disparities in communication infrastructure. These differing results indicate that the issue of digital television still requires further research, taking into account different regional contexts and community characteristics.

Based on this research gap, this study aims to complement previous research by examining the consumption patterns and preferences of the people of Jakarta regarding digital television viewing through a social and political media approach. This study not only examines technological aspects but also analyzes how broadcasting digitization policies influence social behavior and the dynamics of political communication in the digital age.

Theoretical Framework of the Study

This study uses the Diffusion of Innovations theory proposed by Everett M. Rogers as the primary framework for understanding the process of digital television adoption by the public. Rogers (2003) explains that an innovation is an idea, practice, or object that is perceived as new by individuals or social groups. The process of innovation adoption proceeds through the stages of awareness, persuasion, decision, implementation, and confirmation. In the context of this study, digital television is understood as a form of broadcasting technology innovation introduced by the government through its digital broadcasting migration policy. The residents of Jakarta, as a media audience, are undergoing a process of adaptation to the use of digital television, whether through set-top box (STB) devices, smart TV, or internet-based services.

The Theory of Innovation Diffusion is relevant because it explains how people accept, use, or even reject new technologies based on certain factors such as perceived benefits, ease of use, access to information, and the influence of the social environment. This theory also helps explain why the rate of digital television adoption varies across different communities. In addition, this study also employs a media politics perspective to examine how government communication policies influence the national broadcasting system. Media politics views the media as part of a power structure related to regulation, information distribution, and economic and political interests. The transition to digital television is a form of state communication policy that aims not only to improve the quality of broadcasting but also to regulate the digital public sphere and the national media industry.

From a social perspective, this study examines the concept of social change resulting from advancements in communication technology. The digitization of television has influenced patterns of social interaction, media consumption culture, and the lifestyles of urban populations, who are increasingly reliant on digital technology.

By combining theories of innovation diffusion, media politics, and social change, this study aims to provide a more comprehensive understanding of the consumption patterns and preferences of the people of Jakarta regarding digital television viewing, while also explaining the social and political impacts of the digital broadcasting transformation in Indonesia.

Conceptual Framework

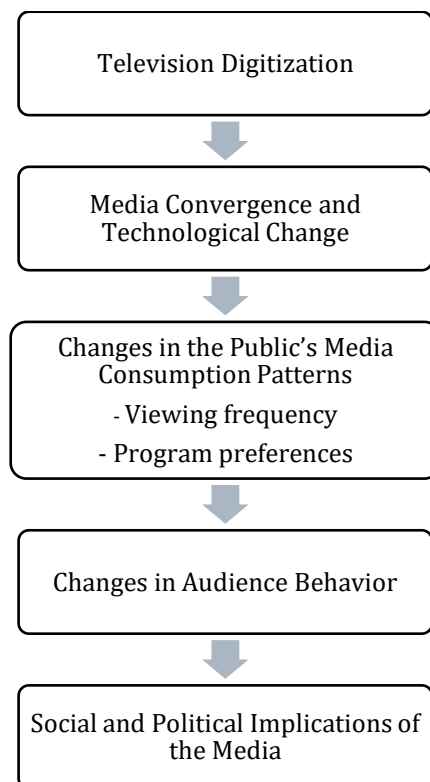


Figure 1. *Conceptual Framework*

METHOD

Research Approach

This study employs a quantitative research approach, which prioritizes the breadth of data, objectivity, measurability, rationality, and systematic methodology, with research results serving as a representation of the entire population. In quantitative research, research data consists of numbers, and analysis employs statistical methods. This method is often referred to as the scientific method because it adheres to scientific principles: it is concrete/empirical, objective, measurable, rational, and systematic. Quantitative research is research that describes or explains a problem, the results of which can be generalized. Thus, it does not place too much emphasis on the depth of the data or

analysis. Researchers place greater emphasis on the breadth of the data or on the research results being a representation of the entire population (Kriyantono, 2006:55).

Based on this quantitative method, the researcher employed a survey method. A survey is a research method that uses a questionnaire as the primary instrument for data collection. Its purpose is to obtain information from a sample of respondents considered representative of a specific population. The data collection process is highly structured; therefore, the use of proper sampling techniques is crucial to the quality of the research.

Population and Sample

The study population consists of 2,806,727 households in DKI Jakarta, based on 2023 data from the DKI Jakarta Central Statistics Agency. The study sample comprised 242 respondents, with a 95% confidence level and a 6% margin of error. The sampling technique used was stratified random sampling.

Table 1. *Population and Households in Jakarta in 2023*

Kab/Kota	Jumlah Rumah Tangga menurut Kabupaten/Kota di Provinsi DKI Jakarta	
	2022	2023
Kep Seribu	6.683	6.844
Jakarta Selatan	580.060	582.718
Jakarta Timur	790.627	797.572
Jakarta Pusat	282.201	285.714
Jakarta Barat	652.912	655.138
Jakarta Utara	476.506	478.741
DKI Jakarta	2.788.989	2.806.727

Keterangan Data :

Sumber: SP 2020 dan Proyeksi Penduduk, BPS

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Calculate your margin of error

Population Size

Confidence Level (%)

Sample size

Margin of error

6%

Send a 10-question survey for free in minutes and see the first 40 responses.

Sign up free

Figure 2. *Margin of Error sampel*

The sampling technique used in this study is stratified random sampling. According to Sugiyono (2012:58), stratified random sampling is “a sampling technique used when the population consists of non-homogeneous members or elements that are stratified proportionally.”

Table 2. *Population and Sample*

Unsur	Populasi	Sampel	%
Masyarakat DKI Jakarta (Rumah Tangga - BPS 2022)	2.788.989	242	
Jakarta Utara	476.506	49	20,0%
Jakarta Pusat	282.201	31	4,0%
Jakarta Timur	790.627	41	17,0%
Jakarta Barat	652.912	50	21,0%
Jakarta Selatan	580.060	52	21,0%
Kepulauan Seribu	6.683	20	8,0%

Based on the table above, there were 49 respondents (20%) from the Administrative City of North Jakarta, 51 respondents (21%) from the Administrative City of South Jakarta, 50 respondents (21%) from the Administrative City of West Jakarta, 20 respondents (8%) from the Administrative District of the Thousand Islands, East Jakarta Administrative City had 41 respondents (17%), and Central Jakarta Administrative City had 31 respondents (13%).

Table 3. *Distribution of Respondents by Subdistrict*

Municipality - Subdistrict	Sample Size
West Jakarta	50
Kebon Jeruk	32
Kembangan	8
Municipality - Subdistrict	Sample Size
Cengkareng	1
Grogol	1
Grogol Petamburan	5
Kebayoran Baru	3
Central Jakarta	31
Cempaka Putih	1
Cempaka Baru	10
Cikini	1
Gambar	1

Johar Baru	1
Kemayoran	5
Menteng	1
Sawah Besar	2
Pasar Senen	1
Tanah Abang	8
South Jakarta	51
Cilandak	4
Jagakarsa	9
Kebanyoran Baru	4
Kebayoran Lama	2
Mampang Prapatan	1
Pancoran	20
Pasar Minggu	9
Pasanggrahan	1
Petukagan Selatan	1
East Jakarta	41
Cakung	4
Cibubur	1
Cipayung	4
Duren Sawit	3
Ciracas	18
Jatinegara	1
Kramat jati	3
Kramatsari	1
Matraman	1
Pasar Rebo	1
North Jakarta	49
Cilincing	21

Municipality - Subdistrict	Sample Size
Kelapa Gading	2
Pademangan	12
Penjaringan	2
Tanjung Priok	12
Kepulauan Seribu	20
Kepulauan Seribu Utara	20
Grand Total	242

The respondents in this study came from municipalities and regencies in the Special Capital Region of Jakarta, as listed in the table above; the total number of respondents was 242. Respondents from the Administrative City of Jakarta resided in Kebon Jeruk (32), Kembangan (8 people), Cengkareng (1 person), Grogol (1 person), Grogol Petamburan (5 people), and Kebayoran Baru (3 people). In the Administrative City of Central Jakarta, the respondents resided in Cempaka Putih (1 person), Cempaka Baru (10 people), Cikini (1 person), Gambir (1 person), Johar Baru (1), Kemayoran (5), Menteng (1), Sawah Besar (2), Pasar Senen (1), and Tanah Abang (8 people). Respondents in the Administrative City of South Jakarta resided in Cilindak (4 people), Jagakarsa (9 people), Kebayoran Baru (4), Kebayoran Lama (2), Mampang Prapatan (1 person), Pancoran (20 people), Pasar Minggu (1 person), Pesanggrahan (1 person), and Petukangan Selatan (1 person).

Respondents from the East Jakarta Administrative City reside in Cakung (4 people), Cibubur (1 person), Cipayung (4 people), Duren Sawit (3 people), Ciracas (18 people), Jatinegara (1 person), Kramat Jati (3), Kramat Sari (1), Matraman (1 person), and Pasar Rebo (5 people). In the Administrative City of North Jakarta, the respondents resided in Cilincing (21 people), Kelapa Gading (2), Pademangan (12 people), Penjaringan (2), and Tanjung Priok (12 people). In the Administrative District of the Thousand Islands, the respondents resided in North Thousand Islands (20 people).

Data Collection Methods

The data collection methods used in this study are as follows:

1. **Questionnaire:** Questionnaires are used as tools or instruments for collecting primary research data. A questionnaire consists of a list of questions presented to respondents to be answered in writing. The reasons this study uses questionnaires include the fact that questionnaires are primarily used to measure factual variables, to obtain information relevant to the research objectives, and to obtain information with the highest possible validity and reliability. Data collection uses a questionnaire instrument containing a list of questions based on the operationalization of variables. The questionnaire is distributed by enumerators, who serve as the data collection team, to respondents through face-to-face interviews in accordance with the target respondents.
2. **Literature Review:** The literature review used by the researcher consists of materials from libraries, including books, articles, research journals, and mass media that support the research process.

Operationalization of Variables

The variables in this study are the consumption patterns and preferences of the

residents of Jakarta regarding digital television viewing, measured across three dimensions and indicators: consumption patterns, preferences, and satisfaction with digital television viewing.

Table 4. *Operationalization of Variables*

Variable	Dimension	Indicator
Digital Television Viewing Behavior	Consumption Patterns	Patterns of Digital Television Viewing
	Preference	Preferences for Watching Digital Television Broadcasts

Data Analysis Techniques

The researcher analyzed the data using the IBM SPSS Statistics ver. 20 for Windows application. The data analysis technique used in this study involves descriptive statistical analysis. This analysis was used to obtain an overview of the data collected from the completed questionnaires. The descriptive statistical analysis employed involved frequency tabulation to examine respondents' answers for each statement item as well as the total scores for each variable

RESULT AND DISCUSSION

Result

This study was conducted among 242 respondents spread across five administrative cities and one regency in the Special Capital Region of Jakarta. The study aims to identify consumption patterns and public preferences regarding digital television viewing, as well as to analyze the social and political implications of the transition from analog to digital television.

Respondent Profile

By gender, the majority of respondents were women, totaling 144 people or 59.5%, while men numbered 98 people or 40.5%. This indicates that women have a greater level of participation in research related to digital television consumption.

By residential area, the largest number of respondents came from South Jakarta (21.1%), followed by West Jakarta (20.7%), North Jakarta (20.2%), East Jakarta (16.9%), Central Jakarta (12.8%), and the Thousand Islands (8.3%). This distribution indicates that the study covered both urban and island areas, representing the population of DKI Jakarta.

In terms of age, the majority of respondents fall within the productive age range of 21–50 years. This indicates that the productive age group is the most active in accessing digital television.

By occupation, the respondents were predominantly private-sector employees (31%), followed by unemployed individuals, small business owners, self-employed individuals, and civil servants/state employees/military/police personnel. Meanwhile, the majority of respondents had a high school or vocational school education (58%), followed by those with a bachelor's degree (21%).

Household expenditure data shows that the majority of respondents—64.5%—have monthly expenditures ranging from Rp2,000,000 to Rp6,000,000. This indicates that the respondents belong to the middle-income group, which has sufficient access to digital media technology.

Digital TV Viewing Habits

The research findings indicate that the majority of residents in Jakarta—77.7%—have adopted digital television using set-top boxes (STBs). This suggests that the public has adapted well to the broadcasting digitization policy, although most still use analog television in combination with STBs. The frequency of digital television viewing is relatively high, with 38% of respondents watching television daily. The majority of viewing time falls within the 1–4-hour range per day, accounting for 47%. Prime time from 7:00 PM to 10:00 PM remains the public's favorite time to watch television.

From a social perspective, this consumption pattern indicates that television remains a vital medium in the lives of urban residents despite facing competition from digital platforms such as YouTube and Netflix. The advent of digital television has not diminished television's role as a medium for family information and entertainment.

Public Preferences for Television Content

News programs were the most popular shows, with a viewership share of 80.3%, followed by movies and soap operas at 56.9% and sports at 46.4%. The high interest in news programs indicates that residents of Jakarta still rely on television as their primary source of public and political information. Established television stations such as RCTI, SCTV, and Trans TV continue to dominate viewer preferences. Meanwhile, newer stations like CNN Indonesia and Moji TV are beginning to attract public attention.

This phenomenon indicates a shift in media consumption patterns among urban residents, as they begin to access new alternative information channels while maintaining loyalty to mainstream media.

Political and Social Media Studies

The transition to digital television is part of the transformation of political

communication in Indonesia. Through its ASO policy, the government plays a crucial role in regulating communication infrastructure and the distribution of public information. In the context of media politics, the digitization of television demonstrates how the government manages the digital public sphere through broadcasting regulations. However, this study also identified challenges in the form of technological access disparities and content variation. Communities in certain regions still experience signal interference and limited access to digital devices. This indicates that the digital transformation has not yet been fully equitable.

Socially, television digitization has brought about changes in public behavior regarding media consumption. The public has become more selective about content and tends to use multi-screen media—that is, watching television while using a smartphone or social media.

Discussion

The results of the study indicate that the digitization of television has brought about social changes in the media consumption patterns of the people of Jakarta. People no longer consume television solely as a conventional form of entertainment, but also as part of a digital lifestyle.

The phenomenon of using Smart TVs, smartphones, and the internet to access television indicates media convergence in urban life. This aligns with the perspective of Newman et al. (2021), who state that modern society is increasingly consuming media in a flexible and multiplatform manner.

Additionally, the public has begun adopting multi-screen behavior, such as watching television while using other digital devices like smartphones to access social media. This shift indicates that digital television does not stand alone but has become part of a broader digital media ecosystem. From a social perspective, digital television continues to serve an important function as a family information medium. The high preference for news programs suggests that the public still trusts television as a credible source of information compared to social media, which is prone to misinformation.

Based on Everett M. Rogers' Diffusion of Innovations theory, the transition from analog to digital television represents a form of adoption of communication technology innovation. The majority of the population in Jakarta has embraced digital television technology, with 77.7% using set-top boxes (STBs). This indicates that the public has a fairly high level of acceptance of digital broadcasting innovation.

However, this study also found barriers in the form of disparities in technology access and signal quality in some areas. These conditions indicate that the innovation diffusion process has not yet been fully equitable. Economic factors, educational levels, and infrastructure access still influence the public's ability to adopt new technologies.

These findings reinforce Rogers' view that the success of innovation diffusion is heavily influenced by social conditions and access to technological resources.

The transition to digital television is part of a national communications policy that has media-political dimensions. The Analog Switch-Off (ASO) policy demonstrates how the state plays a role in regulating the national broadcasting system and the distribution of public information. From a media-political perspective, television digitization aims not only to improve broadcast quality but is also linked to the management of the digital public sphere and the efficient use of the nation's frequency spectrum. The government is striving to create a more modern and competitive broadcasting system through digital migration.

However, research findings indicate that the public still faces several challenges, such as limited content variety and signal interference in certain regions. This suggests that the success of broadcasting digitization policies is determined not only by regulations but also by infrastructure readiness and equitable access to technology.

Furthermore, the dominance of major television stations such as RCTI, SCTV, and Trans TV indicates that the old media power structure remains quite strong within the digital broadcasting system. Although digital television opens opportunities for new channels to emerge, the mainstream media industry continues to dominate audience attention. The dominance of major television stations such as RCTI, SCTV and Trans TV shows that the transition to digital television has not yet completely transformed the media power structure in Indonesia. Indeed, the digitisation of broadcasting demonstrates how large media groups continue to dominate the digital public sphere through their ownership of television channels and extensive content distribution.

This phenomenon can be analysed using a media political economy perspective, which views the media as part of the structure of communication capitalism. In the digital broadcasting system, large media companies have a stronger advantage in terms of capital, infrastructure and distribution networks compared to local television stations or independent channels. Consequently, media ownership concentration persists even though broadcasting technology has shifted to digital.

The high public interest in news programs indicates that digital television still serves as a public space for information and political communication. In the context of urban society, the need for fast and reliable information keeps television relevant amid competition from internet-based digital media.

Furthermore, the transition to digital television also highlights the power dynamics between the state and the media industry. Through its Analogue Switch-Off (ASO) policy, the government exercises control over frequency regulation and the distribution of digital broadcasting. In this context, the state functions not only as a technology regulator

but also as a political actor in the communications sector, shaping the direction of the national media's transformation.

The emergence of new news channels such as CNN Indonesia indicates a shift in public preferences toward content that is more specific, up-to-date, and information-based. This suggests that digital television has the potential to strengthen the public's information literacy if supported by high-quality content and a healthy diversity of information.

The findings of this study reinforce the research by Newman et al. (2021), which states that modern society is experiencing a shift in media consumption patterns towards a multi-platform system. However, this study shows that television remains highly relevant as a source of public information amidst the development of internet-based digital media. Furthermore, the findings of this study also support the theory of media convergence, which explains that modern audiences no longer rely on a single medium, but combine television, smartphones and social media in their daily information consumption.

Novelty of the Research

The novelty of this study lies in its integrative analysis of digital television viewing patterns from a social and political media perspective within the context of Jakarta's urban society following the transition to digital broadcasting.

Unlike previous research, which has focused more on the technical aspects of television digitisation, this study demonstrates that digital television is not merely a technological innovation in communication, but also forms part of a transformation in media structures, audience behaviour and power relations within the digital public sphere.

This study also makes a fresh contribution to the study of digital communication in Indonesia by demonstrating that television remains relevant as a medium for public information amidst the dominance of internet-based digital platforms.

CONCLUSION

This study shows that the transition from analogue to digital television in Jakarta has brought about significant changes in the media consumption patterns of the urban population. The majority of the population has adopted digital television broadcasting through the use of Set-Top Boxes (STBs), indicating that the public is quite adaptable to changes in broadcasting technology. Digital television viewing patterns in Jakarta are still dominated by viewing during prime time, with an average viewing duration of 1–4 hours per day.

In terms of media preferences, news programmes are the most popular among the public, followed by entertainment and sports programmes. These findings indicate that

television still holds an important position as a source of public information that is considered credible, even amidst the rise of internet-based digital media and social media. Furthermore, the dominance of major television stations such as RCTI, SCTV and Trans TV demonstrates that the traditional media power structure remains intact within the digital broadcasting ecosystem.

This study also found that the digitisation of television has driven a shift in audience behaviour towards more convergent and multi-platform media consumption patterns. People no longer simply watch television via conventional devices, but also use smartphones, Smart TVs and the internet simultaneously in their daily media consumption activities. This phenomenon indicates a transformation in the media culture of urban communities, which is becoming increasingly integrated with digital technology.

From a socio-political perspective, the transition to digital television is not merely a technical change in broadcasting, but is also linked to the relationship between the state, the media industry and the public within the digital public sphere. The Analogue Switch-Off (ASO) policy highlights the state's role in regulating the distribution of information and the national communications infrastructure. However, this study also identified challenges in the form of unequal access to technology, signal quality in certain regions, and the dominance of major media conglomerates within the digital broadcasting system.

Academically, this study contributes to the development of research in digital communication and the political economy of the media by linking patterns of digital television consumption, changes in audience behaviour, and the political structure of the media within a single analytical framework. The novelty of this study lies in its integrative approach, which views digital television not only as a technological innovation, but also as part of the social and political transformation of the media in the era of broadcasting digitalisation in Indonesia.

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