

Commodification Of Sundanese News Program “Warta Kiwari” In SKTV Bandung

Oki Achmad Ismail

Faculty Of Social Science And Political Science

Universitas Komputer Indonesia

Bandung, Indonesia

okiais@email.unikom.ac.id

Abstract— Many Local Television finally went bankrupt and were even sold because they were unable to compete. By producing local content, one of the Sundanese-language news, Warta Kiwari, has a pretty good share for the news program category that is worth selling. This research uses the descriptive method with a qualitative approach. Research data was obtained through interviews and observations. The results of the study stated that the Kiwari News in SK TV Bandung was located in the packaging of news programs that had distinctive characteristics, which made it survive amid other local television losers until finally forced to be sold. As well as selecting the audience segmentation from the right target, the news program "News Kiwari" still exists and survives.

Keywords—*Sundanese, Warta Kiwari, local.*

I. INTRODUCTION

Commodification of the Sundanese Language News Program Kiwari News In SK TV Bandung can become a local television model that is able to survive in the competition of the television industry in Bandung, many local television in the city of Bandung that eventually went bankrupt and even sold because they were unable to compete. By producing local content, one of them is Sundanese language news, Warta Kiwari has a pretty good share in the news program category that is worth selling. Sundanese news became a differentiator from other news programs, so that people were presented with the option of watching news programs and having their own segmentation to get audience share, namely local, C, D, E audience, so the Sundanese Language News Program at SKTV Bandung survived. In previous research, inside Commodification broadcast television program on local television in Bandung West Java [1], and about the commodification of culture on local television using critical commodification discourse studies pangkur janggleng TVRI Yogyakarta [2]. In addition, in research on Sundanese Language Broadcasts at RRI Bandung and Local Culture Preservation Efforts

[3] Although they discuss the commodification of local culture but are not focused and specifically discuss Sundanese language news programs. As for other studies explaining the commodification of culture on local television news programs that focus on the practice of media political economy with the norm fairlock discourse analysis method

[4] but this study did not find a reason and raised why the Sundanese language news program had an audience and was

worth maintaining. next research on the representation of Sundanese local wisdom in the regional news program 'Kalawarta' at the TVRI public broadcasting program in West Java

[5] who tend to raise the side of the sign or symbol on the news program of the kalawarta as a representation of Sundanese local wisdom.

Because there was nothing in this study that raised how local television could survive and the reason for the Sundanese Language news program was maintained, I raised about the Commodity Sundanese Language news program Warta Kiwari at SK TV Bandung, using qualitative descriptive methods. With hope This method can explore describing and giving an illustration where the Sundanese language television program can survive. With the explanation above, the problem examined is How to Commodify the Sundanese Language News Program "Warta Kiwari" in SK TV Bandung in maintaining the existence of local television.

II. METHOD

In this study, researchers used a descriptive qualitative research qualitative approach is a research procedure that produces descriptive data in the form of written or verbal words from people and observable behavior, in this case the researcher explores information by in-depth interviews of the editor in chief at once station manager at SKTV Bandung as well as a policy maker for the program at SKTV Bandung. Researchers also conducted observations to determine the state of the production process of the Sundanese news program on SKTV. This study uses purposive sampling technique to take data source samples with certain considerations, where the person is considered to know the most about what is expected in this case the researcher considers the editor in chief as well as the SKTV Station Manager to have knowledge, experience and views related to what was asked in this study.

III. RESULTS AND DISCUSSION

The distinctive feature of local televisi lies in the local content of many people in the present era who consider that something local and traditional has its own attractiveness and

that applies in various sectors, just how to package it. Meanwhile in Exploring the values of the local wisdom of self through harinjing and checker inscription Moendardjito says that the elements of regional culture are very potential as local geniuses because they have the ability to survive until now[6].

Siska Frima Karimah as the SKTV Station Manager and editor in chief said: "Local wisdom in each region has good selling points just how we pack it, I once spoke with the tourist owner" the lodge "which is now happening once, which is on Bandung's lembang area, he also said the same thing that local wisdom in the culinary sector, and tourism that has a selling value, might also apply to television ". SKTV Bandung does production, and disseminates the symbolic form of local wisdom into Sundanese language news, where Indonesian is commonly used in television news programs, changed by SKTV into the local language symbol, Siska Frima karimah said in the development of the times like today many people who miss their local language, SKTV is present to fulfill their longing and pride in Sundanese language.

Local television demographically has audience segmentation in classes C, D, E where the community class that exists is a society that is in the middle to lower economic status, in today's technological development, where television in Indonesia is in transition into digital format making television local must be able to choose the right segmentation as the viewer. Siska said, since the beginning of this news program, indeed we are leading the Segmentase C, D, E demographically, because that's where our viewers are, if we want to segment A and B, we have to compete with nationally segmented cable television or private television. viewers, especially now the competitors are few, because there are already many local televisions in Bandung that cannot survive". In thesis Which market segmentation is the most effective business potential? Segmentation is the separation of markets into consumer groups, depending on their needs, continuing and attitudes towards marketing activities. Market segments are part of consumers with the same needs and attitudes towards marketing activities [7].

Meanwhile Fery Setiawan as the producer of the news program "Warta Kiwari" said, the uniqueness of the news program and other news programs was on the packaging, where the news program consisted of 3 segments with a total duration of 30 minutes and 24 minutes of the program, the special mention was located in segment 3 where there is information about Sundanese vocabulary, as a Sundanese language vocabulary that is almost extinct. In the news media, the problem frame, and the production of fear The key part of this process is the development and use of formats, or the way in which selecting, organizing, and presenting information shapes the audience's assumptions and preferences for certain types of information [8].

Local wisdom or local content in a local television program becomes a commodity sold in local communities, local television will not be able to compete with national private television if it produces content such as national private television in Indonesia, the article is in addition to limited production costs, Local television cannot place top artists in Indonesia to fill local television programs. Very often local television producers are trapped by imitating a

national private television program, which unwittingly actually excites local television in its local wisdom, very few producers are aware of this, and then processed into a commodification that has selling value in local communities. Since at the planning stage in making the Warta Kiwari program, SKTV combed the market for C, D, E class demographically, claiming to be television lovers and still having plenty of time to watch television, in contrast to B, A demographically who have a little time to watch television where the people are referred to as the upper middle class, who are competing on cable TV.

Commodification on television is marked by changes in the content or content of television programs to get profit. In this case SKTV changes the news program which has become a sustainability requirement for broadcast media in Indonesia which requires having news content, changed with a Sundanese packaging from the opening bumper to closing.Program

This Sundanese Language Speaking News is called "Warta Kiwari" which means the current News, in terms of the name of the news program, has been made with a peculiarity like an ordinary news program, then changed to Sundanese. Then the News program on the Newsletter consists of 3 segments with a total duration of 30 minutes where the real time is 24 minutes. Segment 1 consists of Straignews news such as events, politics, law and criminal. Segment 2 consists of economic news, government, cultural arts and culinary, while in segment 3 consists of sports and information about the meaning of Sundanese called Sundanese dictionary. In this last segment, it becomes a segment that is relied on by SKTV because it is considered to have information characteristics that convey vocabulary in Sundanese along with its meaning. Besides that, the other characteristic of this Sundanese language news program is that at the end of each news, the news anchor always gives improvised comments by inserting a bit of Sundanese humor that is relaxed but still looks elegant in Sundanese, a package like this made by SKTV in producing Sundanese language news which ultimately results in an audience share of 2% according to this Nielson AC survey in 2018. Smythe in Audience Commodification: A Source of Innovation in Business Models applies Marx's media ideas as a means of communication. In referring to advertisers, he suggested that, "What they buy is audience service with predictable specifications that will pay attention to predictable amounts and at certain times for certain means of communication. As a collectivity, this audience is a commodity. As a commodity, they are handled in the market by producers and buyers (advertisers. In essence, the theory suggests that the media industry is based on transforming audiences into commodities that can be sold to advertisers [9].

This Nielson data obtained is a reference for SKTV which can eventually be sold to advertising agencies even though the implementation of large advertisers still wants programs that have a high share of between 6% and 12% who actually share and rating that much on national private television. SKTV only tries so that this news program can exist and be known in the community or local advertisers directly to advertise on SKTV.

IV CONCLUSION.

Commodification Sundanese Language news program Warta Kiwari At SK TV Bandung lies in the packaging of news programs that have distinctive characteristics, namely local wisdom in a typical Sundanese language order, which is longed for by Sundanese people in the midst of current cultural developments. This made him survive in the midst of other local television that lost money until finally forced to be sold because of mixing local content programs with national content that is difficult to compete, even fully adopting national content content so that it is difficult to compete with national television. As well as selecting the right audience segmentation from the beginning, the news program "Warta Kiwari" still exists and survives.

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