

Content strategy market challenger dalam menghadapi market leader industri televisi (Studi kasus pada TRANSTV terhadap RCTI) =
Content strategy of the market challenger against the market leader of television industry (Case study in TRANSTV towards RCTI)

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Abstrak

Tesis ini membahas content strategy market challenger dalam menghadapi market leader industri televisi, dengan studi kasus pada Trans TV terhadap RCTI. Penelitian ini adalah penelitian kualitatif dengan menggunakan desain deskriptif. Temuan dianalisis dengan menggunakan kerangka analisis Industrial organization model yang membahas market structure, conduct dan performance. Hasil temuan menunjukkan bahwa kondisi market structure yang oligopoly mempengaruhi conduct RCTI sebagai market leader dan TransTV sebagai market challenger dalam memperebutkan target audience yang sama. Sebagai market chalanger TransTV melakukan strategi frontal attack terhadap RCTI dengan content strategy yang berdeda. Performance content strategy tersebut ditunjukkan melalui rating, share dan penerimaan iklan.

.....This thesis deals with the content strategy of the market challenger against the market leader of television industry, with the case study in Trans TV towards RCTI. This is qualitative study with descriptive analysis design. The findings were analyzed by using the Industrial Organization Model of analytical framework that explore the market structure, conduct dan performance. The analisis shows that the condition of an oligopoly market structure influences the conduct of RCTI as the market leader and TransTV as the market challenger in competing the same target audience and advertising. TransTV as the market chalanger was successfully used the frontal attack strategy against RCTI with different content strategy. The performances of the content strategies can be showed in rating, share dan advertising revenue.