

Strategi niche marketing NET dalam persaingan industri pertelevisian di Indonesia = Niche marketing strategy of NET in television industry competition in Indonesia / Febrina Tumalasari

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Abstrak

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Persaingan industri pertelevisian di Indonesia sangat ketat. Stasiun televisi berlomba-lomba menyajikan program yang dapat meraih penonton dan pengiklan yang banyak. Dalam hal ini, rating share dan perolehan iklan sangat menentukan hidup dan matinya stasiun televisi. Dihadapkan pada fenomena demikian, NET justru hadir secara berbeda. Alih-alih membuat program yang mirip dengan stasiun televisi lain, NET menyajikan program yang sesuai dengan kebutuhan spesifik segmen tertentu yang tidak dilayani oleh stasiun televisi sebelumnya. Dengan kata lain, NET telah memiliki niche marketnya. Niche market NET adalah mereka yang jenuh dengan tayangan televisi pada umumnya dan membutuhkan tayangan yang baru. Meskipun jumlahnya sedikit, niche market NET diperkirakan mampu membuat stasiun televisi baru ini bertahan.

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ABSTRACT

The competition of television industry in Indonesia is very firm. Television stations are competing to provide programs which tend to gain many audiences and television commercials. In this case, the rating share and the gaining of commercials revenue really determine the life of television stations themselves. Faced by such phenomena, NET, in fact, came differently. Instead of making similar programs to other television stations', NET provides programs which are suitable to specific needs of certain audience segment that are not well served by other television stations. In other words, NET already has its niche market. The niche market of NET are those who got tired of television programs in general and need a new kind of fresh program. Although it might be just a few, it is predicted to be able to make this station survives.