

Repositioning stasiun televisi lokal yang mengalami confused positioning studi kasus : JAK TV dalam membangun image sebagai Televisi informasi = Repositioning of local television which had confused positioning case study : JAK TV to build image as the information television

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Abstrak

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Industri televisi di Indonesia semakin berkembang pesat. Saat ini ada sekitar lebih dari 200 stasiun televisi yang tersebar di berbagai propinsi. Semakin sesaknya pasar membuat persaingan di industri ini semakin ketat sehingga diharapkan setiap stasiun televisi memiliki positioning yang jelas di benak khalayak untuk dapat bertahan. Namun tidak selamanya proses positioning dapat berjalan sesuai harapan, ada kalanya sebuah perusahaan mengalami kesalahan dalam positioning yang disebabkan oleh beberapa hal. Pada penelitian ini, Jak tv, sebagai salah satu stasiun televisi lokal di Jakarta, mengalami confused positioning akibat terlalu banyaknya informasi yang diberikan kepada khalayak dan bahkan salah satu informasi kesehatan menimbulkan image yang berbeda bagi khalayak. Kondisi ini menjadi salah satu alasan Jak tv melakukan repositioning untuk membangun image menjadi televisi informasi. Metodologi dalam penelitian ini menggunakan pendekatan kualitatif dan paradigma post-positivis. Teknik pengumpulan data diperoleh melalui wawancara mendalam terhadap 3 orang informan yaitu Direktur Utama Jak tv, Direktur Pemberitaan NCA, dan mantan Manajer R & D Jak tv, selain itu juga dilakukan observasi partisipatori dan penelusuran dokumen terkait tema penelitian. Penelitian ini bersifat evaluasi untuk menganalisis strategi repositioning yang dilakukan Jak tv yang mengalami confused positioning untuk membangun image sebagai televisi informasi. Hasil penelitian menunjukkan bahwa strategi repositioning yang dilakukan yaitu penyesuaian kembali STP (segmentation, targeting, positioning), perubahan manajerial di bidang SDM, perbaikan alat dan teknologi serta perubahan dan perbaikan program tayangan. Dalam rangka meraih posisi yang baru, Jak tv terus melakukan komunikasi dengan khalayak yakni penonton dan pemasang iklan, dengan memanfaatkan media promosi on air dan off air termasuk memanfaatkan unit jaringan dalam grup Mahaka Media dan Artha Graha Network

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ABSTRACT

The television industry in Indonesia is growing fast. Nowadays, there are more than 200 tv stations in Indonesia. Regarding that, each station must has a good and clear positioning for the audience to win the competition. However, the

positioning process can not always going well, some of them had positioning gap, which is caused by many factors. This research took Jak tv, one of the local tv station in Jakarta, as a case study which had confused positioning. There were too many various information for Jak tv audiences, e.g one of the health information had made misperception of Jak tv image for the audience. Then the repositioning was made to build image of Jak tv as the information television. This research using a qualitative approach and a post-positivism paradigm. The researcher did an in-depth interview to the 3 resources: the CEO, the NCA Directors and ex R & D Manager of Jak tv. In order to be more accurate and comprehensive data, the researcher also did participatory observation and documents study. This is an evaluation research to analyse the repositioning strategi of Jak tv which had confused positioning to build image as the information television. The result showed that Jak tv had made some repositioning strategies include readjustment of the STP (segmentation, targeting, positioning), the managerial transformation of the human resources, renew the broadcasting equipments and technologies, and change over of the on air look and the content of broadcast programs. Jak tv always share with the audience and the advertiser of the new positioning. Jak tv, as unit part of two groups, the Mahaka Media and the Artha Graha Network, used media promotion both on air and off air to inform their new positioning;The television industry in Indonesia is growing fast. Nowadays, there are more than 200 tv stations in Indonesia. Regarding that, each station must has a good and clear positioning for the audience to win the competition. However, the positioning process can not always going well, some of them had positioning gap, which is caused by many factors. This research took Jak tv, one of the local tv station in Jakarta, as a case study which had confused positioning. There were too many various information for Jak tv audiences, e.g one of the health information had made misperception of Jak tv image for the audience. Then the repositioning was made to build image of Jak tv as the information television. This research using a qualitative approach and a post-positivism paradigm. The researcher did an in-depth interview to the 3 resources: the CEO, the NCA Directors and ex R & D Manager of Jak tv. In order to be more accurate and comprehensive data, the researcher also did participatory observation and documents study. This is an evaluation research to analyse the repositioning strategi of Jak tv which had confused positioning to build image as the information television. The result showed that Jak tv had made some repositioning strategies include readjustment of the STP (segmentation, targeting, positioning), the managerial transformation of the human resources, renew the broadcasting equipments and technologies, and change over of the on air look and the content of broadcast programs. Jak tv always share with the audience and the advertiser of the new positioning. Jak tv, as unit part of two groups, the Mahaka Media and the Artha Graha Network, used media promotion both on air and off air to inform their new positioning, The television industry in Indonesia is growing fast. Nowadays, there are

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