Building Television Brand Image through Public Relations Regarding Technology Innovation

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Abstract: As the new TV, NET comes with a variety of formats and content that is different from the existing television, this makes the strategy that must be done to build a brand image must be different from other televisions. This study aims to find out the public relations strategy to build a brand image in technological innovation and the production of a case study television program on a citizen journalist program on NET TV. The focus of the problem is on how the strategies used to build brand image in technological innovation and the production of case study television programs in citizen journalist programs on NET TV. The theory used is the theory of diffusion of innovation and SWOT analysis. The research paradigm is post positivism, the qualitative approach and the method used are case studies. Data collection is done by interviews and observation. The results of the study show that the public relations strategy carried out has been going well, but it is not yet in line with the good share and television ratings.

1   INTRODUCTION

The television industry in Indonesia is currently developing. This development was marked by the emergence of stations both local and national scale. But the pace of development of the homeland television industry is currently not balanced with good broadcast quality. This is evidenced by the number of public complaints about television programs that have entered the Indonesian broadcasting commission, which has increased from year to year.

Television is essentially a cultural phenomenon and medium for cultural activity (Burton, 2000: 1). McQuail (2005: 4) explains that television is the main channel and embodiment of a culture, as an illustration of social reality of social identity, ideas, beliefs, and values. As one of the most popular types of mass media, television forms a way of thinking, disseminates messages that reflect culture in society, and provides information for diverse communities.

Amid the rapid progress and tight competition in the homeland television industry, NET TV with today's television slogans is one of the alternative entertainment shows. NET TV is transformed into a format and program content that is different from other television stations. In accordance with the development of information technology, NET TV was established with the spirit that entertainment and information content in the future will be increasingly connected, more popular, more profound, more personal and easier to access. Because of that, since the beginning, NET TV came up with the multiplatform concept so that viewers can access shows indefinitely, anytime and anywhere.

But as a new television station, NET TV does not escape various problems and obstacles in realizing its idealism. This makes the NET TV brand image in the community not well developed. This can be seen from the acquisition of a small number of viewers and low ratings and shares.

Public relations is one division in an organization that has a very vital role. PR is a management function that helps create and maintain reciprocal lines of communication, understanding, acceptance and cooperation between an organization and its people. PR is very necessary in building and maintaining the image and reputation of a company that in a crisis situation, PR is the spearhead of the problems faced by the company. Therefore building an image or image of a company is not an easy matter because through a long process, many steps must be done starting from the introduction of the

program and maintaining the consistency of the quality of the television program.

Regarding image development, especially for new companies and using kabaharuan ideas, many companies have to do things in building brand image in the eyes of the public, both directly and indirectly. Based on the research focus, the problem of this research is: How does the Public Relations strategy build a brand image in technological innovation and the production of television programs (case studies in the citizen journalist program on NET TV)? The purpose of this study was to find out and explain "How does the Public Relations strategy build a brand image in technological innovation and the production of television programs (case studies in the citizen journalist program on NET TV)".

Diffusion Theory Innovation is a process of spreading the absorption of ideas or new things in an effort to change a society that occurs continuously from one place to another, from a period of time to the following period of time, from a particular field to other fields to a group of members of the social system. (Rogers, 1983; 227).

SWOT is an acronym for strengths (weaknesses), weaknesses (weaknesses), opportunities (opportunities), and threats (threats) from the external environment of the company. According Jogiyanto (2005: 46), SWOT is used to assess the strengths and weaknesses of resources owned by the company and external opportunities and challenges faced.

According to David (Fred R. David, 2008.8), all organizations have strengths and weaknesses in the functional area of business. No company is as strong or weak in all business areas. Internal strengths / weaknesses, combined with opportunities / threats from external and clear mission statements, form the basis for setting goals and strategies. Objectives and strategies are set with the intention of utilizing internal strengths and overcoming weaknesses.

2 METHODS

This study uses the Post-Positivism paradigm. Postpositivism is a flow that wants to improve weaknesses in positivism by using qualitative research methods with a case study approach.

According Sugiyono (2009; 225) in his book entitled Quantitative Research Methods, Qualitative and R & D, states that in qualitative research, data is obtained from various sources, using various data collection techniques (triangulation) and carried out continuously until the data is saturated .While other

opinions are still according to Sugiyono (2009; 225) data collection techniques can be done by observation (observation), interview (interview), questionnaire (questionnaire), documentation and the fourth combination (triangulation).

Primary data is the source of data obtained directly from the original source (not through intermediary media). Primary data can be in the form of subject opinion (people) individually or in groups, the results of observations of an object (physical), events or activities, and the results of testing. Secondary data is a source of research data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties). Secondary data is generally in the form of historical evidence, records or reports that have been arranged in archives (documentary data) published and unpublished.

According to Sugiyono in his book Quantitative Research Methods, Qualitative & RD (2011: 267) states that the validity of the data in a qualitative study refers more to the extent to which the data obtained is accurate and in accordance with the reality in the field.

In this study researchers used source triangulation. According to Moeleong (2005: 330) triangulation of sources is comparing and checking both the degree of information obtained through different time and tools in qualitative research, checking data obtained from employees, then checking the data by asking other employees continuously until it occurs data saturation which means no new data is found.

3 RESULT AND DISCUSSIONS

Since officially airing in early 2013, NET TV has been broadcast with a multiplatform concept so that the strategy used in building a brand image or its corporate brand image not only conducts conventional public relations activities but also puts forward an integrated process. An integrated strategy means combining several strategies that are interrelated with each other with the aim of achieving all targets that have been set. Like the special concept of an event held by NET TV, it was given different content and packaging that had never existed before.

The innovations made by NET TV are not only limited to the use of technology tools that have used high definition broadcast formats from upstream to downstream, but innovation is also carried out on every content or show on NET TV. A new, unique

and different program from other television is 3 important points that must be included in each NET TV program.

NET citizen journalist or NET CJ is a television program as well as a digital program that allows citizens from various regions and abroad to share information around them. In addition to airing on television, NET CJ also airs on various multiplatforms such as on the netcj.co.id website, NET Z programs and social media application platforms such as Facebook, Twitter, Instagram, Line, YouTube, Zulu and others.

As a television today that targets AB market, the content or issues discussed in the NET citizen journalist are also diverse and prioritize content that is preferred by young people. Starting from moments or events, traveling, culinary, hobbies, unique, inspiring, culture, environment, public affairs, and so on. In addition to the content of the show that prioritizes young people, innovation is also carried out in the packaging package program using a contemporary approach or treatment coverage as made into a blog/vlog video, drones, unique videos and video tutorials.

The acquisition of awareness or the level of public awareness of NET TV is quite high at 90 percent. the share of television stations and ratings also influences the success of a brand image because this television rating and share is often the main reference for advertisers or advertisers to advertise on the television. But the level of awareness that is quite good has not been in line with the acquisition of shares and ratings.Based on the SWOT Matrix, 4 steps of the strategy are obtained as follows:

1. SO (Strenghts-Opportunities) Strategy: There are 2 strategies used, namely a.) As the only TV that focuses on working on the market and the majority of young people's human resources and the growing community of spectators in the area, it can be used to achieve two opportunities at a time like progress technology and social media that can provide convenience in accessing TV programs and there are still few television programs targeting young people. b.) With good brand image capital on social media, it can be used to seize opportunities to get 2 opportunities at once, such as technological advances and social media that can provide convenience in accessing TV programs and there are still few television programs targeting young people.
2. ST (Strenghts - Threaths) Strategy There is one strategy that is used as the only TV that focuses on working on the market and the majority of young people's HR and the beginning of the growing community of spectators in the area can be used to overcome the same TV programs on other televisions.
3. WO (Weakness-Opportunities) strategy there is one strategy that is used, namely technological advancement and social media that provides convenience in accessing TV programs and there are still few TV programs targeting young people, can be used to cover 2 weaknesses at the same time rating and share still low and television programs that have not been much liked.
4. WT (Weakness-Threaths) Strategy There is one strategy that is used that is by increasing rating and sharing and creating more creative TV programs so that it is preferred to reduce 2 threats as well as the development of the digital world that makes young viewers lazy to watch TV and similar programs many appear on other TVs.

4 CONCLUSIONS

Based on the result and analysis conducted in this research, there are some conclusions could be drawn:

1. NET TV's public relations strategy in building a brand image as a television today, by targeting the AB class as its main target is to carry out an integrated special event and maximize the use of social media in each event it holds. Besides holding special events, NET TV also still relies on conventional public relations activities such as press conferences, media gatherings and so on.
2. The NET TV in the theory of innovation diffusion has carried out various innovations ranging from technology tools that have used digital formats with high definition image quality (HD) from upstream to downstream to television program production innovations.
3. Technological innovations and television program production occur in all NET TV television programs in both entertainment and news programs. Specifically in the NET Citizen Journalist program, innovation is carried out from the production process to the post-production program.
4. The production innovation of the NET Citizen Journalist program is done by promoting content that is liked by young people such as traveling, culinary, hobby, unique, inspiring,

culture, environment, public affairs. and package it with the style and usage of words typical of young people such as made video blogs or vlogs, drones, unique videos and video tutorials and promote their shows in various social media applications such as Facebook, Twitter, Instagram, Line, YouTube and Zulu.

5. Evaluation of programs for NET Citizen Journalist programs is always done periodically both on chat on whats app, daily and weekly evaluations followed by the entire editorial board. This evaluation is to discuss overall about content, technical, pre to post-production processes, share and rating acquisition, the obstacles and souls carried out and everything related to the NET Citizen Journalist program so that in the future it can continue to make improvements in a better direction.

In this study there are still many deficiencies in the presentation of valid and accurate data. Therefore for those who want to do research using the same research object, it is expected to be able to present more valid and accurate data. The NET Citizen Journalist program is expected to remain due to the huge enthusiasm of the citizens, this can be seen from the increasing number of members or citizen journalist members from year to year who come from various regions starting from within and outside the country. Then, NET must also keep abreast of the times, especially the latest content/trends that are in demand among young people and adopt it on all media platforms.

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