

## Talkpod Program Broadcasting Diversification Program on Net Tv Through Digital Platform

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### ABSTRACT

This research is to reveal that broadcasting diversification is an important strategy for television stations in facing the development of broadcasting technology platforms and changes in social media consumption patterns of android-based communities. The "Talkpod" program is one of NET TV's innovations that combines the concepts of talk shows and podcasts, which are then distributed through digital platforms. The research method used is a qualitative method and data collection techniques by conducting interviews, observations, and document studies. This research approach focuses on television program broadcasting strategies in expanding audience reach. The results show that the diversification of broadcasting the "Talkpod" program through digital platforms provides several strategic advantages for Net Tv. First, expanding audience reach, especially among millennials and Gen Z who are more active on digital platforms. Second, increasing interaction and engagement with the audience through interactive features offered by digital platforms. Third, opening up new opportunities for monetization through digital advertising and collaboration with various brands.

**Keywords:** *Diversification, Broadcasting, Talkpod, Digital Platform, Media Strategy.*

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## INTRODUCTION

Technological developments at this time greatly affect people's lifestyles, technology is designed to facilitate all human activities and increase work efficiency, but with minimal energy. As well as technological developments make it easier for people to connect with each other and get information in an area even though they are in different areas. One of the technological developments is television. Television has changed the way people interact with content, from improving picture and sound quality to the emergence of live streaming platforms and interactive technologies.

Diversification in television broadcasting is a strategic move to adapt to changes in the media industry and audience preferences. It enables television stations to remain competitive, relevant and attractive to audiences in the ever-evolving digital age. On the other hand to expand and enrich the types and formats of content broadcast in meeting

the various needs and preferences of the audience. The main purpose of diversification is to reach a wider audience, increase audience satisfaction, and strengthen the competitive position of television stations.

Broadcasting is the whole process of delivering broadcasts starting from the preparation of production materials, the production process, the preparation of broadcast materials, then transmitting until the reception of the broadcast by listeners/viewers in one place (Hidajanto Djamal, Andi Fachruddin 2017: 1). Broadcasting has several purposes, including informing, entertaining, educating and influencing public opinion. Through broadcasting, messages or content can be delivered to a large number of people in a relatively short time to viewers through television channels.

A television program is anything that a broadcasting station shows to meet the needs of its audience. The term comes from the English program, which means program or plan. The programs presented by television have factors to make the audience interested in following the broadcast. Each television station presents an interesting program to be presented on television. On the NET TV television station there is an event program "Talkpod". Talkpod is a merger of the concepts of Talkshow and podcast which are two media that are quite popular by presenting information, entertainment and discussion to the audience at this time. Both have similarities that are quite visible such as the format of the conversation, but that does not mean that Talkshow and podcast are two similar media. There are differences in Podcasts and Talkshows such as talk format, production, content consumption method, duration and structure, distribution, and level of interactivity with the audience. These differences and similarities can help a person choose a format that suits their needs. However, the talkpod program combines the concept of talkshow and podcast, where when the host and resource person have a discussion then accompanied by music, so that the program is not too rigid to be watched by the audience.

The Talkpod television program, which is light entertainment, focuses on the sensation element by presenting guests who are new to the scene or who have gone viral. The program features Surya Insomnia, Indra Jegel and Eca Japasal, who present the program with a casual speaking style and filled with laughter. Talkpod often invites various guest stars and speakers from various backgrounds such as artists, celebrities, and content creators. This program airs every Wednesday and Saturday at 20.00 WIB. Talkpod programs can be watched through digital platforms, namely Netverse and YouTube using mobile phones, which are electronic media resulting from technological developments in accordance with the needs of today's society. With the increasing number of people using mobile phones as a tool to get information, the industrial world such as television sees promising opportunities. Given that people are currently very attached to mobile phones, many television stations are using digital platforms as a medium to increase their audience.

The presence of mobile phones as a proof of technological development makes it easier for people to exchange information, this makes technological development have a positive impact on many people. Along with this technological development,

competition in the world of television has also increased because many people have switched from television to mobile phones. Because watching on television is limited, the time has been determined, while on a digital platform it can be accessed anytime and anywhere.

A digital platform is an infrastructure or framework that enables interaction between businesses, users, and applications over the internet. This can include websites, mobile applications that provide various services or content to users. The essence of a digital platform is to provide an environment where users can interact, share, or conduct transactions easily and efficiently over the internet. "The selection of a digital platform is an important step in the digital marketing strategy of any business. In an era where consumers spend a lot of time online, choosing the right digital platform to reach the audience." (Siti Istikhoroh, Yuniar Fintari Gatrassia Suwarno, Zulfa Risma Irnanda, 2023: 107)

The advantage of using a digital platform is that previously watched shows can be replayed and can be shared on various forms of social media and digital communication. In some features the audience can comment and give a sign of liking the show online, and the audience's response is recorded in the digital footprint of the platform being broadcast. The convenience offered in this digital platform encourages everyone to increase the interest of other users in using the platform.

## **METHOD**

The research method is qualitative research based on field observations with data collection techniques through observation, interviews, documentation. Moleong (2017: 6) qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions and others holistically and by means of descriptions in the form of words and language, in a special natural context by utilizing various natural methods.

Data collection in the research on the diversification of broadcasting Talkpod programs on Net Tv through digital platforms by identifying Talkpod material objects on several platforms related to program pages and audiences, besides that, in-depth interviews were also conducted with key informants such as Bella Kanigara (Talkpod Program Producer). The data is presented through an analysis of the implementation of material objects in the Talkpod program and its relationship with the use of digital technology in reaching its audience.

## **FINDING AND DISCUSSION**

Talkpod program is a talk show program that features one or several people to discuss a certain topic guided by a host. Talkshow is a conversation between the host and various guest stars invited in the Talkpod program who are experts in the issues being discussed. Talkpod has been produced and aired by Net Tv since 2021. The production process of the Talkpod program is by the Multicam method which involves the use of multiple cameras to record the show simultaneously from different angles. This provides

amore dynamic end result and allows viewers to see reactions from various points of view in real-time and is broadcast in Taping through Net Tv stations. Determine the number and position of cameras to be used. Usually a minimum of three cameras: one for wide shots, one for host close-ups, and another for guest close-ups. Then the set is arranged according to the theme of the episode, making sure every angle looks good on camera as well as the lighting and sound is adjusted to ensure every corner of the set is clearly visible and the sound is well captured. The Talkpod program is divided into four segments, namely an introduction segment with the guest speaker, a discussion segment with the guest speaker, a question and answer segment, and a conclusion segment. In one day of filming, the Talkpod program crew team produced as many as four videos to be aired on different days, each video produced presents different guest stars, different discussions and different content, so that the videos produced vary and can keep up with the development of viral issues.

Net Tv creates a program that is not only beneficial for the survival of Net Tv, but also benefits many people because the Talkpod program aired on digital platforms such as YouTube and NETverse can entertain and provide information to viewers who can be accessed anytime and anywhere, including introducing and improving the Talkpod program at Net Tv stations. Talkpod has its own characteristics compared to other Talkshow programs on NET Tv in terms of content and guest star selection. Net as networked television can reach people in areas that do not yet have a Net television network. Veronika stated through YouTube and NETverse channels, applications on Android and iOS and through cable or pay television. Net Tv tries to take advantage of technological developments other than regional television networks which are claimed to be expensive by a number of industries. Net Tv develops other methods, namely utilizing digital platforms to reach the audience. (Veronika, 2017: 429)

#### 1. NETverse

The Talkpod program aired on NETverse has its own distinctiveness, where NETverse, which is a special digital platform owned by Net tv, of course also has features that must support the convenience of its audience. Netverse has various features that make it easy for viewers to use, such as :

##### a) *Home*

This feature is the home screen of NETverse that shows the various videos that have been uploaded by Net Tv.

##### b) *Explore*

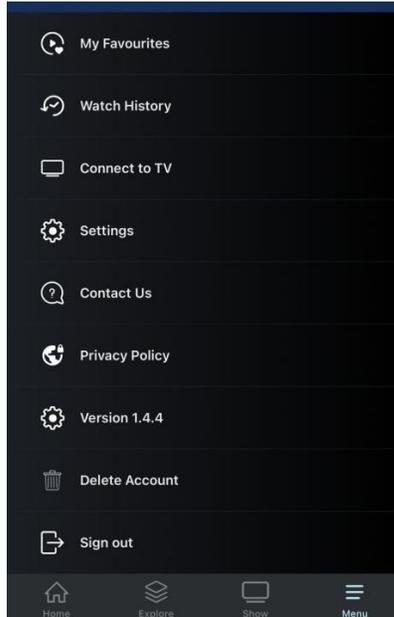
NETverse's explore feature makes it easy for users to choose the desired topic or show such as Reality Show, Drama, Sitcom, Documentary, Talkshow, Comedy, Movies, Special Show, Food & Lifestyle, Music Show, Animation, and Sport.

##### c) *Show*

This feature provides shows that are being broadcast live by Net Tv.

##### d) *Menu*

In the Menu feature, there are also several feature options that will make it easier for viewers to use NETverse.



NETverse Features (Source: NETverse Platform)

Some of the features found in the Menu section include:

- a) *My Favorites*  
Serves as a storage of videos that we watch most often or that we like.
- b) *Watch History*  
A feature that serves to make it easier for viewers to access the last video they watched.
- c) *Connect To Tv*  
Besides being able to be used via cellphone, NETverse also provides a feature to connect NETverse to the television. So if the audience is not satisfied with watching with a small screen resolution, they can connect it to the Television.
- d) *Setiings*  
In this feature users can change the dark or light theme as desired and there are also language options to make it easier for users who are less familiar with English, then users can also set notifications so that users know the videos that have just been uploaded by Net Tv.
- e) *Contact Us*  
In this feature, viewers can comment directly to Net Tv if there are complaints when using NETverse.
- f) *Privacy Policy*  
This feature informs that how Net Tv uses personal information that has been collected on the site.
- g) *Version*

This feature shows changes to NETverse from time to time and notifies users to get the latest version immediately.

*h) Delete Account*

This feature allows users to delete their account if they feel they no longer want to use NETverse.

*i) Sign Out*

This feature allows users to log out of NETverse without deleting their account. So this feature is used if the user wants to add a new account or a second account that the user has previously created.



Netverse Program View (Source: NETverse Platform)

From the results of the NETverse platform search presented by Net Tv, it provides benefits to both parties. With the existence of NETverse, it is easier for viewers to access current Net Tv shows using only a cellphone, the various features in NETverse also make it easier for viewers to use it, while for Net Tv itself, the presence of NETverse can improve the quality and income of the company, where at this time everyone is familiar with and uses the latest technology so that Net Tv can compete in the industry.

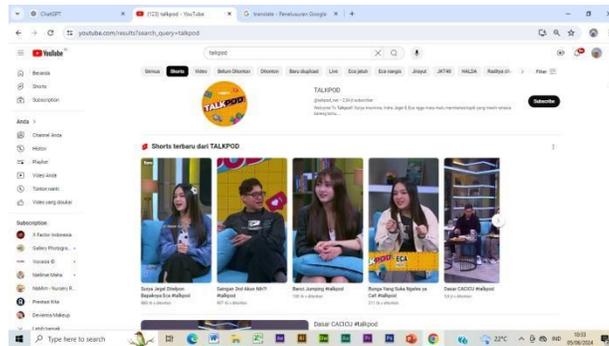
Talkpod as one of the programs broadcast by Net Tv through NETverse will have a significant impact on Net tv, where Talkpod, which is a Talkshow program containing entertainment and information, has quite a lot of impressions.

Viewing through NETverse is already based on a website that can be accessed openly to everyone via an android cellphone where and when, which is not the same as viewing the Talkpod program in the form of a television broadcast which requires people to have a receiver device either free or paid. Broadcast viewing has a predetermined broadcast schedule and there is no certainty whether the broadcast reaches the audience

that is the broadcasting segment at the time the program is broadcast.

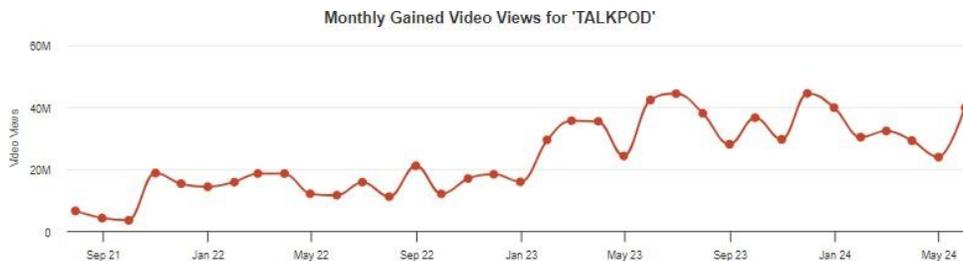
## 2. YouTube

Talkpod programs aired on YouTube offer a slightly different format and viewing experience compared to broadcasts on Net Tv stations, All Talkpod episodes uploaded on YouTube can be accessed via YouTube for free anytime and anywhere by all users. Talkpod is uploaded on YouTube after airing on the NETverse platform with sharper picture quality and brighter colors also consistently presented through full high definition (Full-HD) format.



Talkpod short video (Source: YouTube Talkpod)

Judging from YouTube, Talkpod can upload snippets or highlights from full episodes of around 45 seconds to attract viewers. It uses YouTube's short movie feature to promote upcoming episodes or interesting moments from existing episodes. And viewers can comment, give feedback, ask questions, or simply share their opinions after the show is uploaded on Talkpod's YouTube account.



Viewers per month graph of YouTube Talkpod(Source: Socialblade.com, 2021)

From the results of the author's search, the Talkpod program experienced an increase in the number of viewers from the beginning of 2023. The increase in Talkpod viewers remained relatively stable from May 2022 to May 2024. During this period, Talkpod's viewership fluctuated between 40 million and 50 million. This shows that Talkpod already has a stable audience.

The use of digital platforms such as NETverse and YouTube can increase revenue for NET TV due to the adsense regulations provided by the digital platform for each

content. The implementation of this diversification is also a way to minimize production costs as efficiently as possible, as well as expand power and have influence in the media market. Jasmin stated that the main income for private television stations, apart from being obtained from capital and investment, audience influence also plays a major source of income, namely revenue through advertising. Advertising has been the main economic driver for the media industry until now. It cannot be denied that many television stations depend on advertising as their main source of income. The implementation of Talkpod's diversification of program broadcasting through digital platforms is a strategy to compete in the current era of media convergence. (Jasmin Jannatania, 2022: 5)

Then the author examines how the Talkpod Program strategy in planning, producing and broadcasting its programs, as well as how the strategy in marketing and attracting audiences. The strategies discussed in this thesis focus on the strategies carried out by the Talkpod Program on Net Tv. These strategies are described in the following discussion:

#### **a. Television Program Strategy**

Broadcasting stations must also prepare a good and appropriate strategy in the planning process, production to the results of production broadcasts so that the programs aired are interesting and become programs that are awaited by the public because they are also entertaining. Morrisan in his book "Broadcast Media Management", reveals that program strategy is viewed from the aspect of management or strategic management, program strategy consists of (2008: 273)

##### **1) Program Planning**

Program planning is a very important thing in implementing a television program strategy. In this case, Net Tv management must plan a program that will have selling power and by the public.

Program planning needs to be done so that the program that is made later is in accordance with what has been previously determined, namely a program that is in accordance with the characteristics of the community. With this planning, the program output will be in accordance with the concept, and not deviate anywhere. Everything related to the program will be discussed in this planning process, starting from the type of program, broadcast schedule, and its relationship with advertisers. (Andi Fachrudin, 2014: 144).

There are several things discussed in the program planning strategy known as the program mix, namely: Program Product, Program Price, Program Distribution, and Program Promotion. Produk Program

##### **a) Program Products**

The program product of the Talkpod program is the Talkpod program itself. Each episode is a single product, by airing the concept of Talkpod's talk show genre. The Talkpod program is held at the Net Tv building located at The East Lt. 27-29, Jl. Dr. Ide Anak Agung Gde Agung No. 1, Mega Kuningan, Setiabudi, South Jakarta. Distribusi Program



Talkpod Program location set (Source: Raudhatul Fitri Documentation May 23, 2023)

The concept of setting the location of the Talkpod program is made in such a way as to facilitate the crew in producing the Talkpod program, with the production of the Talkpod program in the Net Tv building so that the location is easily accessible to guests and production crew, the location must be in accordance with the theme or topic discussed in the program. From the author's observations, the Talkpod program is efficient in its production, in the production of the Talkpod program which is held in the Net Tv building studio. Where in one day, Net Tv produced 1 episode of the Talkpod program divided by 4 segments, each segment is different in guest stars and according to experts in their fields.

#### b) Program Price

In the discussion of program prices, Net Tv plans the costs that will be used during the pre-production and production of the Talkpod program. The costs included in the Talkpod program are operational costs in planning production. The costs included in the production process are production operational costs, including the cost of the host, guest stars, narrators, production crew meals.

All of these have been listed in the Talkpod program's draft production cost budget as production operational costs. In addition to these expenses, the Talkpod program also gets income from advertising and sponsors who join.

c) program distribution



Talkpod Program Taping Display(Source: YouTube Talkpod)

In the production of the Talkpod program, Net Tv applies the Taping system on the digital platform, and broadcasts it on television stations when the program is finished producing. By implementing this strategy, Net Tv can gain its existence on digital platforms and provide a variety of shows on its television stations.

d) Program Promotion



Net Tv Instagram Account Display (Source: netmediatama Instagram)

Judging from its Instagram account, Net Tv has a good presence in the community. Proven by the number of Instagram followers as many as 2.9 million people. But even though it has quite a lot of followers, Net Tv's Instagram posts are not so much commented on by the public, even though it has not so many comments Net Tv's Instagram is quite glimpsed by the public, as evidenced by the number of impressions on

average exceeding a thousand people per post. Adrian stated that promotion is how to introduce and then sell the show so that it can bring in advertisements and sponsors. (Adrian Ingratubun 2021: 29)

## 2) Program Execution and Viewing

Program execution includes the activity of airing programs according to a predetermined plan. This is also related to the distribution of broadcast time and several broadcast strategies. In program execution, it is something that must be considered because it is the foundation for the success of other television station programs.

## 3) Program Monitoring and Evaluation

supervision is still carried out even though it is broadcast on digital platforms such as NETverse and YouTube, the Talkpod program team still conducts supervision in

selecting material that is deemed inappropriate for broadcast, images, language that offends others and contains elements of SARA. In addition to supervision, the Talkpod program team conducts post-production evaluations where evaluation is an important stage to measure success and identify areas of improvement. This was revealed by the Producer of the Talkpod program in the interview: "The Talkpod program team evaluates every production for the next stage of production and also evaluates the results of the production that has been aired whether according to planning or not, as well as how the Talkpod program team responds in the future to make it smoother and for further development from the previous evaluation."

### **b. Strategy to Attract Audiences**

Seeing the increasingly fierce television competition, of course, Net Tv must implement a clear and mature strategy on Digital Platforms such as Netverse and YouTube, so that the public continues to watch it. Television broadcasting stations must first carry out audience analysis. According to Kotler (1980), there are three stages that analyze the audience, a sustainable strategy in capturing the audience market, namely segmentation, targeting, and positioning (Morissan, 2008: 174).

#### 1) Segmentation

Segmentation on the TalkPod program on NET TV is a way to divide and organize content to make it more structured, interesting, and easy for the audience to follow. Segmentation helps focus the discussion, provide variety, and keep the attention of viewers and listeners. Where segmentation is carried out by the Talkpod program with the introduction of the main topic of the episode, the introduction of the host, and the guests who will be present. Includes a brief summary of what will be discussed in the episode. By dividing the program into segments, audiences can enjoy a variety of topics and formats, while hosts can keep the flow of discussion and interaction dynamic.

Segmentation also allows for flexibility in timing and content, so that each episode can be tailored to the needs and preferences of the audience.

## 2) Targeting

Targeting is a strategy used to determine where the target audience is going in the program being broadcast in an effort to attract as many viewers as possible. The target audience is choosing one or several audio segments that will be the focus of activities in program promotion, the target audience is closely related to the existence of media that can be used to reach the number of viewers in a program. "The main target of the Talkpod program is young people, Gen z and millennials where in today's era, in general, they are currently using a digital platform, namely NETverse, so that young people today are more aware of the shows on NET Tv. By using this digital platform, NET Tv gets a large enough profit than before so that the company's business income increases."

## 3) Positioning

Positioning TalkPod on NET TV must focus on the uniqueness of this program as a combination of interactive and relevant talk shows and podcasts. By understanding the target audience, building strong branding, and using effective promotional strategies, TalkPod can stand out among other programs and attract a wide audience. Continuous analysis and adjustment based on audience feedback is also essential to ensure TalkPod remains relevant and engaging.

## CONCLUSION

The development of technology and changes in consumer behavior, the diversification of broadcasting Talkpod programs on NET TV through digital platforms is a strategic step. Where the talkpod program combines the concept of talk show and podcast when the host and resource person conduct a discussion and are accompanied by music. Then the program is distributed on digital platforms such as the website-based NETverse and social media-based YouTube. Both platforms can be accessed through digital devices such as smartphones and tablets that can be accessed anytime and anywhere, in contrast to conventional TV broadcasts which are limited to broadcasting time and use free or paid receiver devices.

This allows viewers to access Talkpod's programs according to their schedules and preferences, increasing flexibility and convenience so that presence on the Platform can increase audience reach. Using a digital platform allows for more intense interaction with the audience. Features such as live commentary, polls and Q&A can increase engagement, making audiences feel more involved and have their voices heard.

Through digital platforms, NET TV can get more detailed analytical data about the audience, such as demographics, viewing duration, and content preferences. This data is invaluable for optimizing content and marketing strategies in the future. The digital platform can open up more diverse monetization opportunities, including digital

advertising, sponsorship, and paid content. With the right business model, this diversification could become a significant new source of revenue for NET TV.

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