

## TVRI Yogyakarta in the era of disruption: Maintaining the existence of cultural wisdom through the broadcast of "Canthing"

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### Abstract

*The existence of social media, which intensively displays similarities with television shows, has resulted in the decline of the television industry. Thus shifting the tastes of the younger generation by offering modern trends rather than local culture. This also happened on local Republic of Indonesia television, such as TVRI Yogyakarta. This article aims to reveal TVRI Yogyakarta's strategy for maintaining cultural wisdom through the Canthing program amid an era of media disruption. Data was obtained through observation, interviews, and documentation related to research. The results of this research show that TVRI Yogyakarta's strategy in maintaining the existence of the Canthing program is through the use of professional human resources, packaging the program with the main content of Javanese culture, methods of approaching and involving the youth community and socializing the program through advertisements on various TVRI Yogyakarta programs. by using social media as a form of divergence, convergence, and cyclone methods. TVRI Yogyakarta tries to provide innovations in the programs presented according to current developments so that they continue to be in demand by the current generation and beyond. This study contributes to the development of theories and concepts of the function of media as a cultural medium, which is also the orientation of Islamic communication.*

### Article History

Received 30 May 2023

Revised 13 Nov 2023

Accepted 16 Dec 2023

Published 27 Dec 2023

### Keywords

Media disruption; local cultural wisdom; TVRI Yogyakarta

### How to cite:

Nurrohmah, S., & Rifa'i, A. (2023). TVRI Yogyakarta in the era of disruption: Maintaining the existence of cultural wisdom through the broadcast of "Canthing." *Islamic Communication Journal*, 8 (2), 251-266. Doi: <https://doi.org/10.21580/icj.2023.8.2.16308>.

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### **Abstrak**

*Eksisnya media sosial yang gencar menampilkan kemiripan dengan tayangan televisi mengakibatkan menurunnya industri pertelevisian sehingga menggeser selera generasi muda dengan penawaran trend modern daripada budaya lokalnya. Hal tersebut juga terjadi di televisi lokal Republik Indonesia seperti TVRI Yogyakarta. Tulisan ini bertujuan untuk membongkar bagaimana strategi TVRI Yogyakarta dalam menjaga eksistensi kearifan budaya di tengah era disrupsi media melalui program Canthing. Data diperoleh melalui observasi, wawancara, dan dokumentasi yang terkait dengan penelitian. Hasil dari penelitian ini diperoleh bahwa strategi TVRI Yogyakarta dalam mempertahankan eksistensi program Canthing melalui penggunaan sumber daya manusia yang profesional, pengemasan program dengan mengusung konten utama budaya Jawa, metode pendekatan dengan melibatkan komunitas anak muda, dan sosialisasi program melalui iklan pada berbagai program acara TVRI Yogyakarta dengan pemanfaatan media social sebagai bentuk dari metode divergensi, konvergensi, dan siklon. TVRI Yogyakarta berusaha memberikan inovasi baru terhadap program-program yang disajikan sesuai perkembangan zaman sehingga terus diminati oleh generasi masa kini dan seterusnya. Studi ini berkontribusi bagi pengembangan teori dan konsep fungsi media sebagai sarana kebudayaan, yang juga menjadi orientasi dari komunikasi Islam.*

### **Kata kunci**

*Disrupsi media; kearifan budaya lokal; TVRI Yogyakarta*

## **INTRODUCTION**

The industry in Indonesia is growing and must constantly adapt itself to the era of globalization-based digital technology. The development of the current generation of digital technology demands mass media television in Indonesia to innovate the latest so that the community can access mass media quickly and practically, as fulfillers need public information that is precise and accurate. In 2018, the Association Organizer Indonesian Internet Services (APJII) (2018) collaborated with Polling Indonesia to survey the country's current picture, progress, and Internet growth, stating that Indonesian Internet users increased by 10.12 percent in 2018 compared to the previous year. Internet users reached 171.17 million from a population of 264.16 million soles.

The phenomenon of development of the digital technology era If it is not addressed with adjustments and the development of innovation, then conventional media television will be eroded by the current disruption (Putra, 2019). The era of media disruption is starting to replace the position of mass media with social media. The development of content consumption by the audience is starting to lead to social media consumption, like the modern trend of K-pop, BTS, and anime (Wicaksono, 2021). It

drives the production process to more variety, not only for conventional content but also for somewhat digital content. In fact, according to (Nurchayati, 2017), television is a mass media that can penetrate distance and time; however, in this case, distance becomes a limitation because media disruption exists. In facing the disruption and challenges of new media, conventional media like television need to use various strategies to defend their existence as a broadcasting institution, especially for local television businesses, to maintain the wisdom program of local Indonesian.

One of the essential products is the birth of Constitution number 32 of 2002 concerning broadcasting. It relates to its founding institution's local broadcasters who broadcast limited to one service area (*Undang-Undang No.32 Tahun 2002 Tentang Penyiaran*, 2016). With the enactment of Constitution licensing, local television is not keeping up with existing quality and quantity developments. Many local television stations are threatened by limitations in human resources (HR), capital, and strictly competitive television, which is increasing national development (Yuko & Wahid, 2021). Local television requires content that contains more uplifting programs and wisdom of local culture to build a sustainable culture in each region. Local television became a way to lift the potency area because local content adapted to the situation of the local public.

Previous research was related to local television and local culture. Surokim (2015) focused on managing the Local TV in East Java Service Area, Indonesia. He concluded that in terms of program content, the TV manager should explore local content combined with global and popular programs. This glocalization program can reach more viewers. In the technological aspects, the local TV manager must be familiar with and adopt the latest broadcast technology, including digital and convergence of new technologies. Local TV can adapt and develop technologies to improve broadcast reception and service quality.

Besides, Bogaerts (2017) studied the title "Mediating the Local: Representing Javanese Cultures on Local Television in Indonesia." He examines how the changing circumstances have enabled television stations to foreground local identities within a national frame of reference. It focuses on developments in local television in the Special Region of Yogyakarta, Central Java, between 1998 and 2009. Using various localizing strategies, the stations provide more diversified local content than during the Soeharto period. The analysis is based on local resources and supported by inside information generously provided by media workers and artists.

Caropeboka et al. (2022) studied the role of the media in preserving local culture. With phenomenographic study. The results show that the upstream Malay rentak broadcast program is a broadcast that is packaged to provide education in getting to know local culture in South Sumatra, maintaining local culture, and fostering the love of

the younger generation for local culture so that they can become preservers of local wisdom. In addition, Hendro et al. (2021) studied how to maintain the existing "Tungguk Tembakau" tradition via social media. He said that digital communication can be used to inform the public about this local culture's existence, so the tradition of Tungguk Tembakau can be maintained by doing this every year.

It seems different from our study, which will show that TVRI Yogyakarta's role as permanent local mass media tries to hold its role as local television to maintain local culture in the middle of the onslaught of media disruption. Its presence on local television should be a forum for potential, an area that has not yet been featured on national television. Local television in various regions in Indonesia has the power to broadcast local wisdom. So, various strategies in the competitive broadcasting industry are essential.

Our concern is based on the reality that Indonesian society is starting to fade and is increasingly interested in foreign culture even though it does not match their personality in the Indonesian nation. This can happen because of the influx of up-to-date information in the news era that describes the uniqueness of foreign cultures. Unfortunately, today's young generation does not filter it enough; is it contrary to the values of the Indonesian nation or vice versa? Even though many foreigners are interested in studying Indonesian culture because it contains universal values. The people are friendly and polite, so Indonesia has become a destination for foreigners to research Indonesian culture, travel, do business, study, and so on. Therefore, to maintain the existence of local wisdom in the era of disruption, a strategy is needed to maintain it because the challenges of the era of disruption endanger the existence of local wisdom, considering the current torrent of false news and foreign culture, which is contrary to the values of Pancasila (Widiatmaka, 2022). The growing variety of information is starting to attack the nation's next generation through local and new media.

TVRI Yogyakarta Station is a conventional media broadcasting institution publicly owned by the Government in the Yogyakarta area. It is still active and has a vital role in conserving culture and events in the area. As a local television station that holds a vital role as a public broadcasting venue, TVRI Yogyakarta must have a specific strategy to improve the quality of the event program so it can still exist and survive in the middle of the current media disruption. Maintaining the existence of a broadcast-based wisdom culture depends on the actions taken by the producer. Concepts of planning, team communication, execution, and publication processes are essential for a television program like "Canthing."

Currently, the broadcast "Canthing" has become one of the favorite programs in my heart society, proven until "Canthing" has survived about 12 years since 2010

decorated screen glass public. It has won a KPI Award twice. That matter, of course, cannot be missed from the strategy owned by the producer of the "Canthing" broadcast to maintain the existence of the program it runs. Therefore, to fill the issues gap, this study explores how the TVRI of Yogyakarta focuses on local culture, namely the "Chanting program," so it contributes to surviving the local TV itself.

## **METHODS**

This research uses an approach with methods analysis descriptive qualitative. Qualitative studies are based on exploring and interpreting reality in depth (Raco, 2010; Rukajat, 2012). Data collection techniques include observation, which is part of data collection methods, namely collecting data directly from the field, interviews with producer broadcast "Canthing" and the TVRI Yogyakarta creative team, and documentation used to study various source documents. Documentation in this research is to obtain document support to complete research information. Data was retrieved from interviews conducted with the producer of the "Canthing" program, Adi Nugroho, and the Head of the TVRI Yogyakarta Program Section, Kristiyadi. Data analyzed from the interviews with informants related to the "canthing" program strategy to remain in an era of disruption.

We analyze how the "Canthing" broadcast was planned, broadcasted, targeted audience, and evaluated. It contains thirteen elements of strategy of production, namely: target audience, language; event format, punching line (surprising script dialogue), gimmick and fanfare (tricks that get the attention viewer), clip hanger (making the viewers curious), time and bumper opening (duration and identity event of opener); stylist artistic; music and fashion (music and clothing ); event rhythm and time; logo and music track for id tune (special music); general rehearsal (GR) (practice before shooting/tapping); interactive program (feedback to viewers ).

## **RESULTS AND DISCUSSION**

### **Canthing broadcast**

The "Canthing" broadcast is one of the broadcast genre *features* from the news division, which raises the theme of local Javanese culture, especially Yogyakarta, and aims to provide education facilities. The Javanese broadcast "Canthing," produced by TVRI Yogyakarta, was released in 2010. Canthing is taken from one name of the tool for *batik* that provides scratches image on "Mori." Adi Nugroho, a producer at a time host stated, "when planning the broadcast feature of "Canthing," we saw a phenomenon that occurred in the era of modernity. Local culture is increasingly fading, especially among

the young generation. TVRI Yogyakarta presents the "Canthing" program to re-educate planting mark culture, specifically Yogyakarta locals." (Personal interview, 2023).

Adi Nugroho said that this "Canthing" program started from simple thoughts from local wisdom and customs around the Yogyakarta area, namely the Kulon Progo, Bantul, Sleman, Gunung Kidul, and Kota Madya Yogya. From the fifth area, they, of course, have wisdom that is culturally unique, engaging, and, of course, has the meaning of its value. This is a treasure for TVRI Yogyakarta to interpret wisdom culture as part of inheritance worthy ancestors preserved. The name "Canthing" originates from the language used by Javanese people to name things. It is a tool of *batik* that can depict images of fluid evening. Previously the name of this program was not "Canthing", however *Jawa Dwipa (Pulau Jawa ingkang Berkah)* which has meaning fertile island, "*gemah ripah loh jinawi*". Then, they discussed together the reason for the name "*Jawa Dwipa*," which includes the entire island of Java's raised content, including all local wisdom and customs throughout Java, not just Yogyakarta, then finally agreed to change them heading to Yogyakarta alone with the name "Canthing." Several local cultural wisdoms were adopted for content of "Canthing" broadcast, including *Gejok Lesung, Traditional Budoyo Museum, Gangsa Wesi, and Batik Logam*.

Not all Yogyakarta residents understand Yogyakarta culture; only directly involved residents understand this cultural heritage. Therefore, TVRI Yogyakarta aims to explore remote areas of Yogyakarta, create and publish local culture, and introduce the broader community to the beauty of the existing local wisdom heritage. Apart from that, it is important to preserve and maintain local culture so that it does not fade away amidst the era of disruption and advances in Information technology.

### **Production strategy of "Canthing" broadcast**

Conserving local culture in the era of disruption via television needs a significant effort for program implementers to create continuous content that interests society, can consume audiences, and educates culture. Media broadcasting of the TVRI Yogyakarta has a strategy for seizing or collecting an audience (Wibowo, 2007). A seize strategy is the same thing as strategy marketing in a broad meaning. The audience is known to be the market while the program presents the products offered. The strategy to seize the market itself has a series of sustainable steps. Kotler stated that capturing the market involves three stages: segmentation, targeting, and positioning (Morissan, 2008).

In defense of existence in the middle of media disruption to elevate Yogyakarta's local culture, TVRI Yogyakarta has a good strategy for the programs being broadcast to the audience, namely:

## 1. Program planning

At the program planning stage, Adi Nugroho explains that planning is carried out with short-term and long-term planning. The short period is done a week once for the maturity of the production process. Meanwhile, long-term planning is carried out every few months in an annual period. The goal is to sort and choose content with great care so that the content will be published by KPI procedures and suitable for the public's consumption. It is also considered because TVRI Yogyakarta's position as a broadcasting institution is a permanent public guard image. In addition, the media team of broadcast "Canthing" has utilized the latest social media to promote the program via Instagram, and impressions are repeated on YouTube, so we also get feedback from the community for the programs that have been implemented.

Examples of the promotion of TVRI Yogyakarta's "Canthing" via social media are seen in Figure 1, Figure 2, and Figure 3.



**Figure 1. Promotion of "canthing" on Facebook**



Figure 2. Promotion of "Canthing" on Instagram



Figure 3. "Canthing" broadcast on YouTube



Planning on the "Canthing" broadcast program includes targeting the audience and prospecting business opportunities from broadcast programs, such as who will be the sponsor in the program. Program planning consists of (1) program product. The program that will be produced starts from program concept, program name, and program delivery; (2) program price related to prices worn to installer advertising that will promote the product or service in the program; (3) program distribution. The distribution of the program is also planned whether the program will only be aired on TVRI Yogyakarta or added to other media channels; (4) promotion of the program: what is the strategy for promoting the program that will be done for the community interested in watching the program, whether it is promotional on air or off air.

## 2. Production survey to "Canthing" broadcast

The TVRI Yogyakarta Broadcasting Institution is famous for its government-owned public broadcasting media, which provides many shows from its various programs. This program can be obtained by purchasing or producing it yourself. A program created by the broadcast media is called in-house or own production.

In terms of production, the "Canthing" broadcast on TVRI Yogyakarta created a program and ran well. The production implementation team first surveyed to see what type of program the public wanted so that the program could fulfill the public's wishes later. The TVRI team also involves the community and the younger generation of students to provide ideas suitable for publication.

## 3. Timings

This is a required production element. So that everyone can watch the "Canthing" broadcast publicly, it must be broadcast on the proper schedule to attract the target audience according to the program's objectives. The research results show that TVRI Yogyakarta's strategy is to place the "Canthing" broadcast schedule outside of audience segmentation by placing its superior programs at prime broadcast time to attract viewers. The broadcast time chosen is Thursday at 14.30 WIB because, at that time, many people are resting from their activities so the program can be watched. So, the show "Canthing" was broadcast during break times.

## 4. Evaluation

Evaluation is critical to keep "Canthing" broadcasts superior for the community and clients involved in producing "Canthing" broadcasts. This is to maintain the quality and trust of clients who collaborate or advertise. The "Canthing" broadcast implementation team evaluates how broadcast stations, departments, and employees can achieve or realize a plan and goal. Activities are evaluated periodically

for each individual and department managers, in general, to compare actual performance with planned performance before the production process.

#### 5. Attract audience

Based on the results of an interview with Adi Nugroho, TVRI Yogyakarta targets all segments or levels of society without placing an additional burden on any one segment. To increase the target audience, TVRI involved several communities to watch and participate in the "Canthing" broadcast, namely the Classical Community and the Youth Community.

Selecting the target audience in broadcast media is one of the most important parts of program strategy and directly impacts advertising and promotional activities. The target audience is one or more segments that will be the focus of activities, marketing, and promotional programs. After dividing the audience into specific segments, broadcasting stations usually select one or more target audience segments to make their goals more specific. Based on the research results, the audience is not only the older generation who understands the culture but also, the younger generation who really loves the local culture of Yogyakarta and can work together to preserve it.

Based on the results of research previously conducted by Billah and Nuraeni (2021), it is said that one of the weaknesses of local TV stations is that the programs they produce do not have a clear focus, so the lifespan of the programs presented may not necessarily be long. This is different from TVRI Yogyakarta's strategy, which involves the classical community and youth community among students to target audiences in educational environments.

#### 6. Program marketing strategy

Based on the research results, data analysis shows that TVRI Yogyakarta is present in the "Canthing" broadcast and has income from advertising and off-air activities. So, it would be good if TVRI Yogyakarta collaborated with the local government or parties involved in producing the "Canthing" broadcast so that TVRI Yogyakarta had an exclusive program to attract more advertising.

As a local television station, presenting many advertisements is also a challenge. Therefore, TVRI Yogyakarta needs to introduce itself to the broader community so that advertisers are interested in collaborating and creating more exclusive programs. TVRI can also explore collaboration with several parties that already have big brands. Moreover, if the show "Canthing" has its own Instagram social media account, it is still tied to the official TVRI Yogyakarta account for sharing content.

## 7. Human resource

According to Adi Nugroho, TVRI Yogyakarta has developed a strategy whose energy source comes from other people by providing opportunities to its employees and involving the Culture Lover Community from Classical and Young circles to contribute their thoughts. This is to media ecology theory, which states that for its existence, the media must be able to seize and compete for the three sources of media livelihood: content, audience, and capital.

However, the resource strategy implemented by TVRI Yogyakarta is still not optimal because it is a local television station, and training is also quite burdensome from a financial perspective. However, there are problems with the distribution crew, which is still not optimal because they still have to share the crew with other broadcast programs, sometimes involving interns to help with the production process. For example, suppose TVRI Yogyakarta wants to become a superior TV station. In that case, training must be given to its employees so that the TV station has superior strengths and can unlock its potential and create superior programs.

### **"Canthing" production elements**

Evaluation of the quality of TV news can be viewed from several aspects. In this case, McQuail (2010) proposes an in-depth framework for evaluating media quality (framework for assessment), one of which is the diversity of broadcast news. Broadcasting local cultural programs is a distinctive feature of the "Canthing" program. To survive amid media disruption, Public Broadcasting Institution (LPP) TVRI Yogyakarta requires a television program strategy in event production, namely: language, event format, punching line (surprise scripted dialogue), a gimmick, and fanfare (tricks to attract the attention of the audience); clip hanger (makes the audience curious); opening time and bumper (duration and identity of the event opener); artistic director; music and fashion (music and clothing); rhythm and time events; logo and music track for id tune (custom music); general rehearsal (GR) (practice before shooting); interactive programs (feedback to viewers). These elements will support the quality of the content presented in the "Canthing" broadcast.

#### 1. Language

The language used in the "Canthing" broadcast determines which sources are invited to excavate information related to the content. Adi Nugroho, presenter and producer of "Canthing," said that the "Canthing" event is uplifting in Yogyakarta Javanese culture. Of course, the language used is Javanese; the program objective,

"*nguri uri kabudayan jawi, wong jowo ojo ilang jawans,*" means Javanese people should not lose their identity and Javanese language.

In the "Canthing" broadcast, before taking pictures, dialogue, footage, etc., in-depth for content purposes, there is a briefing with the various parties involved to finalize the production process and the limits of directions suitable for publication. This was done to stem and avoid inappropriate words being heard by the wider community.

## 2. Event format

The program is the content of the show "Canthing," an important part of a concept that will be implemented during production. This includes the creativity and way the producers and crew package programs that are worthy of being tested because they are a benchmark for the success of the "Canthing" program. In preparing the format of the program before it was decided to broadcast, Kristiyadi, as Head of the TVRI Yogyakarta Program Section, stated that to produce broadcast programs with a cultural theme so that they could continue to exist in the era of disruption, TVRI Yogyakarta had a strategy, namely the convergence and divergence and cyclone methods. This is done to attract regular audiences alongside new media. Therefore, TVRI Yogyakarta uses three methods for program format and publication of event production. Three methods are used (Personal interview, 2023):

- a. The convergence method, namely other media that goes to TV, means that social media accounts that participate as official TVRI Yogyakarta accounts to mark an event are input and displayed in the credit title.
- b. Divergence method, namely TVRI Yogyakarta's official social media account, carries out live streaming while the "Canthing" broadcast is being broadcast.
- c. Cyclone method, because the convergence and divergence method is considered less effective in facing the era of media disruption than the anti-cyclone method. This method moves three rooms simultaneously: a conventional media room, namely TVRI Yogyakarta, a social media room, and a room without media or off-air. Third, this space is moved simultaneously. This is done optimally so that it can increase community participation.

## 3. Punching line (surprising script dialogue)

The presenter usually carries out surprise scripted dialogue in the form of jokes or comedy, or the resource person can also carry it out to create an exciting atmosphere so as not to be impressed. Punching lines can take the form of humor that can stir the atmosphere, such as using twisting techniques, humor, or jokes to emphasize a perception. Adi Nugroho said, "The usual satire in Canthing is to invite laughter from the audience because sometimes dry jokes can entertain the audience."

4. Gimmick and fanfare (tricks get the attention of viewers)

The gimmick is a trick to find attention from viewers. Usually, gimmicks are used in broadcast Canthing in the form of scenes and expressions of the performers. In "Canthing," the presenter who often creates gimmicks likes to pretend he is performing street scenes, picking out things, and looking for unique local wisdom that is an object from content.

5. Clip hanger (making curiosity)

On the broadcast program "Canthing," the presenter usually makes the audience pause the discussion before the time break, and the discussion will continue in the segment.

6. Time and bumper opening (duration and identity event opener)

The duration of the canting show is 30 minutes. At the same time, the opening identity for the event is packaged epically by featuring local art and cultural icons that are very "*Njawani*" or still have a strong Javanese nuance.

7. Stylist artistic

Stylist artists are usually called stylists. The in-depth broadcast of "Canthing" did not use a stage because the shooting process was in different locations within the cultural potential of regional wisdom in the Yogyakarta region.

8. Music and fashion

The clothes used by Javanese culture are called *ageman cadangan* for male presenters and kebaya, complete with a bun on the head for female presenters.

9. Logo and music track for ID tune

The broadcast "Canthing" has distinctive music separately. For the music, the team always uses currently trending music combined with Javanese music, such as there are gamelan sounds, so the audience will not get bored of watching because it is supported by background sound with easy-listening songs.

10. General rehearsal (GR) (practice before shooting/tapping)

Practice before shooting is usually done to fixate the script with the object content and brief with resource persons. So, there are few cuts and re-takes, making it easy to insert and follow the content storyline.

The existence of a program can be successful if the strategy or idea implemented is innovative so that it can be accepted by society (Murtiadi, 2019). Besides that, television management must understand what weaknesses must be corrected and know the advantages of what programs are being implemented. The "Canthing" broadcast, which has been broadcast for approximately twelve years, has proven to the audience

that cultural content with unique values containing values, local wisdom, and deep meaning can be accepted in the hearts of the wider community. This cannot be separated from hard work and strong teamwork with proven abilities. The show "Canthing" can survive because every team, from the producers to the crew, can carry out the strategies the producers have determined. The right strategy can influence the success of a program. The success or failure of a program can be seen from the existence of the program itself.

The "Chanting" production program at TVRI Yogyakarta strengthens Surokim's (2015), Kohar's (2015), and Saputro et al.'s (2018) findings, which saw the need to explore local content combined with global and popular programs in addition to the adaptability of new technology such as social media. Also, in line with the findings of Bogaerts (2017), who found that the existence of local television is based on the local content they promote, and supports the study of Caropeboka et al. (2022) studied the role of the media in preserving local culture and introducing culture to young people. However, this study surpasses all previous studies regarding the local identity attached to TVRI Yogyakarta, making this program able to survive for twelve years, a long journey. Moreover, this study emphasizes that program strategies that are well-planned, realized, and evaluated will produce a sustainable impact on a program, primarily through programs with local nuances.

Efforts to maintain locality in the context of new media are also an essential theme for Islamic communication. Islamic communication focuses on how a society's culture's pure identity must be respected and not denied. Based on community theory (Mowlana, 2007), local cultural content is unique to a particular community and must be freely revived and promoted to the public.

## **CONCLUSION**

Good communication and strategy are key to promoting local cultural wisdom through education. Creative strategies in the local television broadcasting industry by exploring new and capable ideas, developing creative ideas, and being open-minded are necessary for every local television broadcast station. The content, especially local culture, still exists and has not faded.

In addition, the methods used to compensate for media interference today are also enormous. TVRI Yogyakarta pays attention so that TVRI Yogyakarta's conventional media is not easily eroded by developments over time. This is an effort to maintain the existence of the "Canthing" broadcast in an era of media disruption. As a form of increasing the quality and quantity of "Canthing," broadcasting requires increasing human resources, increasing the number of human resources to be part of the production of "Canthing" so that other programs do not use it up and are more effective and efficient. Human

Resources will increase the quality and quantity of a program because each part of the production of a television program must have its own Human Resources.

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