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BANYUWANGI TV MEDIA CONVERGENCE IN BROADCASTING LOCAL CULTURAL CONTENT IN THE DIGITAL MEDIA ERA

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ABSTRACT: The development of information and communication technology causes electronic media to start following technological developments related to a shift in media consumption patterns to online media such as the internet, television streaming and information that can be accessed via the internet. The number of internet users that is growing so rapidly is increasing along with the development of variations in internet-based communication media. Its use that is so easy and can be accessed anywhere is an option for most people. This study aims to determine the convergence of Banyuwangi TV media in broadcasting local cultural content in the digital media era. This qualitative descriptive research uses a case study approach, where the researcher identifies and analyzes a specific issue. Data were obtained from interviews with sources, books, articles, and other related literature. Using the concept of media convergence from Henry Jenkins, the results of this study indicate that Banyuwangi TV adopts three types of media convergence that are related to each other: a) technological convergence by managing online media in the form of websites (www.banyuwangi.tv) and youtube and being present in the media. social networks such as Instagram and Facebook; b) the convergence of content that combines the form of writing, photos and videos c) local cultural broadcasting carried out by Banyuwangi TV is presented in the form of news on the Banyuwangi TV youtube channel, not in the form of documentary genre television shows, besides that there are obstacles faced by Banyuwangi TV at this time such as lack of human resources and inadequate equipment.

Keywords: Convergence, media TV

INTRODUCTION

Massmedia undergo stages of change, transformation, modification, and metamorphosis. Roger Fidler (2016) says various stages of media progress are called mediamorphosis. In Fidler's thought, mediamorphosis has 3 plans, namely: coevolution, convergence, and complexity. Advances in communication technology began with printing presses that produced news messages and books. Photographic technology to create film. Electromagnetic wave technology gave birth to radio, and TV.

Finally, internet-platform technology has popularized the latest media designations. The arrival of the internet faced tremendous turnover and replaced the progress of mass media (Dewdney & Ride, 2013).

Initially, the change in news techniques, including digitization. Second, changes in the order and pattern of media institutions. In the past, each type of mass media was independent or had mandatory institutions and management, now it is merged into a unity called convergence and almost all print and electronic media currently present in the form of online news, e-paper, and live streaming (Devi, 2020).

Along with the passage of time with rapidly growing technology, analog TV began to be forgotten by the public and moved to digital TV. Digital TV has advantages that can attract the attention of the population. One of the advantages is that the image and sound are clearer and more real because the digital signal beam tends to be constant compared to analog TV. Digital TV does not cause noise or conditions that are not choked by the weather. In another part, the advancement of mass communication media after digital TV was also followed by media convergence.

Henry Jenkins (2014) describes convergence as a continuous way of aggregation between various parts of media (such as technology, companies, content, and audiences). At the same time, Burnett and Marshall describe convergence as the unification of media, telecommunications, and computer companies into a unified form and acting as a digital communication medium. In line with the 2 meanings above, Key Conceprs (in Journalism Studies) explains that media convergence is an alteration of means between all means of different characters and platforms (Erdal, 2019). Computers offer a form to radio as well as TV. Mobile phones that have pictures and readings can quote some characters from the pc and radio. Therefore, media convergence can be referred to as a merger of some conventional media with current developments in communication technology. Convergence is not just the aggregation of information content that can arise in various media in an industry, but the aggregation of the parent media of the industry (Friedrichsen et al., 2017). Convergence is not only the aggregation of the content of an information can arise in various tools located in one industry but the aggregation in a unified parent company of information media. MNC Group illustrates, overshadowing MNCTV, Seputar Indonesia newspaper, sindone, vs.com. In the case of Indonesia, not only MNC Group has implemented convergence in a complete way (print and electronic, as well as web), namely Kompas Group and Media Group. Kompas Group oversees Kompas newspaper, Kompas.com, and Kompas Televisi. Meanwhile, Media Group oversees news messages from Media Indonesia, Metro TV, and MetroTVnews.com.

Media convergence allows an industry team not only to have

conventional media, but also social media, for example Kompas Group, to have Kompasiana. Other media groups such as Tempo have tempo websites, detik.com have forumdetik.com. Thus, social media that was once an artificial scene and independence of people, when replaced or formed also creates profits for the media group.

Dailey, Demo, and Spillman explained that media convergence activities include cross-promotion, cloning, coopetition, content sharing, and full convergence. With the convergence of media, information that once covered events that once took place has now been formalized as events that are taking place. Especially if we use the interpretive journalistic paradigm, information can be future events.

The convergence of media not only has an impact on the change of journalistic techniques, but also affects all views of life. This will result in public media consumption, audience perception, data dissemination and media literacy (Fadilla & Sukmono, 2021).

Gambar 1. Proses Konvergensi Media

Media convergence is an important matter and is needed by local and national TV media to survive and protect existence in the period of connectedness with internet support.

The existence of the internet, social media, and digital technology in the 21st century spurred the progress of information and communication. These advances have changed the relationship between information producers and customers. Convergence encompasses all assessments ranging from media channel cooperation to the use of various media in information collection and communication (Haryanto, 2019). Therefore, it is necessary to try the analysis of information and mass communication and then apply the application innovation (Kolodzy et al., 2014).

Technology has become a cultural amplifier, in just 2 decades from its initial availability to the general public, media converged through the internet network have made geographical comparisons in an efficient way and created the world into a virtual hamlet. Innovation in communication aspects has an important position in local cultural reporting, so they can access not only social media programs, but also various kinds of content from various types of customs very easily. Media convergence helps in local cultural reporting techniques, because it is easy to combine various media programs into one feature, so that everyone can access various media; TV, radio, magazines, newspapers, movies from anywhere with an internet connection.

Research conducted by N Jean and LS Ispandriarno (2021) found that digital technology uses a higher quality spectrum in terms of video, audio, and television data sets, Digital

Broadcasting Television (DVB) can support more than one program on the same brand width channel. The shift from analog to digital and competition are problems faced by TVRI Yogyakarta when trying to adapt its digitalization strategy. To avoid facing digitalization strategy challenges, all Public Broadcasters engaged in television need to be well prepared to remain competitive and demonstrate their quality (McQuail, 2018).

Banyuwangi TV does not develop terrestrial broadcasts, because terrestrial broadcasts require very large funds, on the other hand socialization about digital broadcasts has not been widely understood by the public and broadcasting entrepreneurs, instead Banyuwangi TV develops its broadcast coverage with pay TV broadcasts and digital media. The large number of internet users in the current digital media era makes Banyuwangi TV try to build engagement through digital platforms, so the strategy of utilizing new media as one of Banyuwangi TV's ways to continue to survive is the main strategy used in capturing audience market share in Banyuwangi in particular and outside Banyuwangi in general, and the current pattern of people who spend more time with gadgets than lingering in front of the screen television.

To carry out media convergence, it still requires digitization of content and exploitation of modern technology such as computers and internet networks. Banyuwangi TV already has this technology so that it can carry out content digitization after that in convergence with internet media. Moreover, the images broadcast have HD quality. Not only live streaming, their content in cyberspace is very rare to be intertwined with obstacles or errors in the network. This can be indicated that Banyuwangi TV has expert technology and human resources to carry out media convergence.

In its adaptation to the convergence period, Banyuwangi TV made a strategy to grow through the latest media and the internet. In the early stages, a web, YouTube channel, and official accounts on some social media were created, and an examination of the computer equipment needed to carry out media convergence.

The real and clear policy of national broadcasting led to the development of broadcasting in the region. Broadcasting Law Number. 32 of 2002 contains this policy, among others, Article 1, Article 2, Article 6 (Point 3), Article 8 (Point 3), Article 14 (Point 3), Article 18 (Points 1 and 3), Article 20, and Article 31. Broadly speaking, the articles urge the management of broadcasting in the region with the aim of protecting heterogeneity, peace, equality, equitable information and also the implementation of regional independence. To achieve this goal, the provisions have controlled the blocking of the coverage of broadcast areas,

capital or ownership and operation of networked broadcasts, as well as local stations. On the other hand, the Indonesian Broadcasting Commission through the Broadcasting Code of Conduct and Broadcast Program Standards (P3 and SPS) controls locally-charged TV broadcast programs to ensure central and regional information balancing and improve regional capabilities.

The form of Banyuwangi TV's participation in preserving Banyuwangi culture is by presenting an activity program entitled Banyuwangi culture. Especially when observed from the entertainment programs broadcast, Banyuwangi TV has presented programs that raise the local value of Banyuwangi even though it is not in accordance with the standards of Law no. 32 of 2002. However, this proves that Banyuwangi TV has fulfilled their role as local television in preserving the local culture of Banyuwangi.

Banyuwangi has many interesting festivals and local culture but this is still underutilized by Banyuwangi TV. Local content is still very little aired on programs on Banyuwangi TV, besides that the packaging of unattractive local cultural content is a problem that must be resolved as soon as possible by Banyuwangi TV.

METHOD

Data and Data Types

Data is a set of facts or facts that are combined and presented for a specific purpose. Data can also be referred to as all explanations obtained from people who are used as key informants or who start from good documents in statistical form or in other forms for research needs.

Important data sources of qualitative research are words and actions, the rest are bonus data such as documents. In relation to this matter, the type of information is broken down into words, actions, and sources of recorded information. Until the power combined in this research is the result of activities that are directly related to the application of research, is the operational framework of Banyuwangi Televisi, and information that supports the reply to the case facus that has been inaugurated.

The data sources used in this study are:

1. Primary Data

   Primary data is information obtained from initial sources in the field. Information sources that directly share information with information collectors, or information obtained directly from the source, scrutinized, and recorded for the first time. In this case, the information combined is about how the convergence of Banyuwangi TV media in broadcasting local cultural content in the era of digital media in the competition of communication media. This data was obtained from Frebiana Ayu as director of Banyuwangi TV, Ari Suci Lestari as editor-in-chief of Banyuwangi TV, Aldo Rifan as IT coordinator and

editor of Banyuwangi TV, Novita Ulfa as video journalist of Banyuwangi TV and the audience of Banyuwangi TV.

2. Secondary Data

Secondary data is information that is not attempted by researchers themselves. For example, books, novels, circulars, brochure messages, other information. In this skunder data, the information obtained is information about the vision and mission, the form of the institution, the number of viewers, operational methods.

Data Analysis Methods

Data analysis is a tried effort by operating with information, deploying information, separating into units that can be arranged, finding and creating patterns and ending what can be told to others. There is also a data analysis method used in this study is qualitative data analysis, the qualitative data analysis design submitted by Miles and Huberman whose research is cited by Sugiono is an activity that includes data reduction, data display, and conclussions drawing or verification (Derviana & Fitriawan, 2019). To better master the method, it will be explained as follows:

Data reduction

Reducing data means summarizing, sorting out the main circumstances, attaching importance to meaningful circumstances, looking for themes and patterns. In this case, when researchers get information from the field with a fairly large amount. So it takes a quick try to analyze information through data shrinkage. There are also

results from reducing data, researchers have focused on the convergence of Banyuwangi TV media in broadcasting local cultural content in the era of digital media. This matter was done by researchers by observing and reviewing the results of questions and answers that will be carried out with employees and viewers of Banyuwangi TV.

Data display

After the data is reduced, the next researcher presents data which means organizing data, arranging data in a bond pattern so that it is easier to understand. In this case, researchers are concerned with how the convergence of Banyuwangi TV media in the era of digital media. That way the results of this display information can facilitate researchers in the effort to expose and postpone conclusions.

Conclussions Drawing atau Verification

Step 3 in qualitative data analysis according to the results of Miles and Huberman's research is to draw conclusions. It is hoped that the conclusion that will be carried out by researchers will be able to provide answers to the formulation of the problem that has been formulated, namely the convergence of Banyuwangi TV media in broadcasting local cultural content in the era of digital media.

RESULTS AND DISCUSSION
Local Content Program Banyuwangi TV
Media Convergence Banyuwangi TV

At the beginning of its establishment, Banyuwangi TV did not

develop terrestrial broadcasts, instead Banyuwangi TV expanded its broadcast coverage with pay TV broadcasts and digital media. With so many internet users in the current digital media era, Banyuwangi TV tries to build engagement through digital platforms, so the strategy of utilizing new media as one of Banyuwangi TV's ways to continue to survive is an important strategy used in capturing market share in Banyuwangi in particular and outside Banyuwangi in general.

Banyuwangi TV itself has a partnership that does take care of the network, namely PT. Visual Media Banyuwangi but due to less harmonious relations and no socialization from PT. Banyuwangi Visual Media makes Banyuwangi TV difficult in adjusting to digital. Even though it is relatively late, Banyuwangi TV must be ready to face digitalization. Convergence causes a radical transformation in the control, provision, distribution, and processing of all forms of data, both visual, audio, information and similar (Prihartono & Sos, 2016). The convergence process carried out by Banyuwangi TV can be seen from interviews with several key informants and informants, the following are the results of interviews with key informant resource persons Mrs. Frebiana Ayu Luthfi Lasmana about the convergence process on Banyuwangi TV.

"As for the readiness of Banyuwangi TV, to be honest, yesterday it was over, but before we had expected that there would be ASO, we just didn't know exactly when we had to prepare because from the network it seemed to be still calm, then we were surprised when in March suddenly customer subscribers on Banyuwangi TV raided, he said he lost there were several channels from TV, That's where we started communication and it was without any socialization, this is what I regret because we were not informed and not given socialization from the network, but finally after that we finally communicated then we had time to ask how the preparation was because if there was ready we also had to be ready, so the problem at that time was like how did we follow the end. Back to Banyuwangi TV, our readiness honestly wanted to be ready that day, we had to be ready, at that time we were prepare, maybe some said the preparation was late and others, because we ourselves also did not get socialization from our partnership like that".

Similar to other informants, Mrs. Ari Suci Lestari explained about the process of media convergence on Banyuwangi TV. Here are the results of the interview:

"If we are because we are cable TV, sir, so we must have second-party communication, namely PT. MVB as our network, only our relationship with MVB is not good, sir, when we face obstacles such as a lot of complaints from clients, well the complaints are actually addressed to PT. MVB: Only they always get the wrong address, they complain always to Banyuwangi TV. And when always conveying it to PT. MVB's response is always slow to respond and

it is also actually a loss also for us because of customer satisfaction and many of them finally moved stalls, finally the name Banyuwangi TV was brought ugly too because many complained so people think there is no need to install Banyuwangi TV, the response is slow if there is an error, if there is network damage it is difficult to contact even though from us it has been fast response Only from PT MVB from the network which has always been so".

The management of Banyuwangi TV has actually predicted the existence of ASO (analog switch off), it's just that they are confused because there is no socialization from the network, namely PT. MVB, then the management of Banyuwangi TV carried out a convergence process to digital media, key informant Mrs. Frebiana Ayu Luthfi Lasmana regarding what media is used in media convergence at Banyuwangi TV

"Already, we already have our own digital media starting from social media, streaming is also like that"

When Banyuwangi TV utilizes social media so that it is better known to the wider community, this is evident from the confession of several sources related to where they know Banyuwangi TV, here is the explanation:

"From youtube, at home there is also a banyuwangi TV channel on home TV" (interview Nanda Sofiana, Banyuwangi TV viewer).

"At home, there is indeed a Banyuwangi TV channel, but because I myself rarely watch TV, maybe it's more YouTube" (Fido, Banyuwangi TV Viewer).

From the statement above, it can be seen that the media used in the convergence process of Banyuwangi TV for local cultural content, media used such as Website, Youtube and Social Media. Multimedia is very possible if the content produced is present in digital form.

Website Bayuwangi TV

Banyuwangi TV has an official website, namely www.banyuwangi.tv on the website there is a schedule of programs on Banyuwangi TV and the latest news.

Youtube Banyuwangi TV

On the Youtube channel, Banyuwangi TV has its own channels, namely Banyuwangi TV Official and Banyuwangi Corner, in its channel it can be seen that Banyuwangi TV has raised local cultural content of Banyuwangi, as seen from several uploads on its youtube channel as below.

RATUSAN PESERTA IKUTI LOMBA LINTAS ALAM JEJAK ALIYAN

245 x ditonton · 3 bulan yang lalu   #pojokbanyuwangi #banyuwangitv #infobanyuwangi

👍	👎	↗	📷	↓	⊞
19	0	Bagikan	Buat	Download	Simpan

Ⓑ Banyuwangi TV   SUBSCRIBE

SAJIKAN BERBAGAI OLAHAN SIDAT DI FESTIVAL OLING 2021

62 x ditonton · 3 bulan yang lalu   #pojokbanyuwangi #banyuwangitv #infobanyuwangi

👍	👎	↗	📷	↓	⊞
5	1	Bagikan	Buat	Download	Simpan

Ⓑ Banyuwangi TV   SUBSCRIBE

From the screenshot above, it can be seen on the Banyuwangi TV youtube channel to make local cultural content into news and several other programs are less visible on the account.

Social Media (Instagram) @banyuwangitvofficial

On social media, Banyuwangi TV uses Instagram as its social media. The presentation of local cultural content is also presented on Banyuwangi TV's Instagram. This can be seen from some of his posts that show the local culture of Banyuwangi. Here is a post of local culture on Banyuwangi TV's Instagram.

On Banyuwangi TV's Instagram, it can be seen the presentation of local cultural content in the form of pictures and short videos, besides that the less attractive caption makes the presentation less interesting the image or short video so that followers do not respond to the news uploaded by Banyuwangi TV on Instagram.

Making local culture into news, of course, we will think whether this is a strategy from Banyuwangi TV in presenting news or is this indeed a direction from the leadership? This was answered from an interview with informant Novita Ulfa, here are the results of the interview:

"Not all coverage gets direction, it's just that when you want to upload it

on youtube or IG, important news must be uploaded, urgent must be uploaded immediately so that the information is not stale. If the coverage that gets direction from the office is special coverage rich in investigations, make sure we need direction from the office what to make or how. We as VJs are required to be creative without always needing direction from the office so we have to think about what you want to present, what education is given to the public through this show from Banyuwangi TV".

Another statement given by key informant Ari Suci Lestari in terms of publishing local content into news, here is the interview:

"Events in Banyuwangi, we call them festivals, if for our fesitval there is no problem, we also actively participated in covering some time ago before the pandemic only in a festival there would definitely be scandals in it whether it was scandals about funding, equipment procurement and others, we used to include festivals related to these scandals, still the main festival we cover only in it we pursue the festival from where the funds are only right "He said, "they will involve MSMEs, only the information we get, how come MSMEs are told to pay even though the festival that was held already had a budget written from the local government, just because there were so many irregularities, so what we are pursuing is the "fact" behind the glitter of the festival".

From the presentation of local cultural content presented in news such as on Youtube could be due to the perspective of the editor-in-chief who sees more scandals in festivals or culture in Banyuwangi.

The lack of interesting content from Banyuwangi TV content on Instagram seems to imply whether there are obstacles in Banyuwangi TV in presenting local cultural content in online media. This has been answered from the results of an interview with key informant Mrs. Frebiana Ayu Luthfi Lasmana about the obstacles faced in media convergence, here are the results of the interview:

"To be honest, the challenge is the facilities for tools, then the second is HR, okay yesterday we got digital marketing but we can't force him to come with us to be our team as long as we want like that, that's our obstacle is always one after another new people so we teach again to start again"

Regarding human resources and tools as revealed above, a similar answer was also given by the key informant Mrs. Ari Suci Lestari, here are the results of her interview:

"For social media for now, in the last month I want to maximize the existing employees, I use my two editors, news editor and program editor because usually when there is a job when there is news coming in, while when they come they haven't done anything so that's where I push them to Instagram social media, especially we turn it on first, because people now do not rule out the possibility that many people access Instagram, once Instagram Banyuwangi TV is only to be uploaded just for what day, birthday then I think there is rich in we can share information with others, any information is in the form of videos, in the form of text, so that people play Instagram right it is looking for information with Instagram Banyuwangi TV is more active, the more often the post, maybe the algorithm is also increasing, so more people are looking at the Instagaram Banyuwangi TV account because of the information update".

"Actually, we are back to the problem of tools with HR, because usually we cover an event, if for a really

grand event that wants a good picture, we need a good tool such as a camera, because the cameras we have such as canon 6 &; 7 D and NX for canon, in terms of battery life it can't be long, sir, we have already proposed for a new procurement Just we don't know the obstacles above what we don't know, now for like the NX 100 camera for images, cenimatic, focus continues to blur the back it can't be an NX 100 camera, so if to produce good videos like other TVs we can't pack, we actually have drones just like that our drone pack also has problems".

The same thing was also explained by informant Moch Aldo Rifan in the results of an interview with him he said as follows:

"For human resources, it is very lacking if we rely on other TVs that I know ideally there is a cameraman of its own, because I hold concurrent positions as a cameraman and IT coordinator actually there are our own, so here we just connect what can be done, just do it, the broadcasting department also has its own so it can't be maximized, actually I can't touch the broadcasting section and if the honest tool is less than the camera, there are only 3 optimal, right 4 and we have lenses Makeshift from the original camera so for optimal it is really less and for lighting very, very less and the studio in my opinion is less spacious".

In their interviews, they explained the problems that occurred when the convergence was implemented at Banyuwangi TV, such as concurrent positions due to the vacancy of several important parts and Banyuwangi TV should have added human resources to the division that deals with social media and digital marketing because in that section there was no one to take care of it and still relied on people from other divisions to handle the empty parts, besides that the tools used had been damaged and Still lacking such as camera lenses and lighting that are still lacking and drones that have been damaged and also cameras that must be upgraded because they are outdated so that it affects the results of their work as seen from their Instagram which is less interesting than the content because it is not managed by experts, the results will not be less interesting so that the response from followers is also not much.

Discussion

The results of the above research are a field research process carried out by researchers for a period of 2 weeks with the fulfillment of research administration requirements from the management of research permits starting from Budi Luhur University Jakarta, Faculty of Communication Sciences, Master of Communication Science Study Program, Bayuwangi TV to the approval of informants. This research uses qualitative methods with a case study approach on how is the convergence of banyuwangi TV media in broadcasting local cultural content in the era of digital media?

Along with the development of technology, which makes many products that facilitate human activities, especially facilities and infrastructure to obtain information. If in the past access to information was limited by space and time, as well as economic conditions, now there is technology that can make it easier for humans. If in the past to get information only through print and electronic media, print media such as newspapers, newspapers, magazines and so on electronic media through radio and television. Even to exchange news, you have to go through a long time just to reply to letters.

Now the development of the era of internet technology, the flow of digitalization that can facilitate everything, as well as affect the media in getting information. Now there is a new media new media The development of technology that is developing accompanied by the internet makes it easier for humans to get information only through gadgets. In the sense that information is in the grasp.

People now generally use gadgets that are able to more easily access information and share information faster. In addition, one of the advances in internet digitization technology is convergence. Media convergence enables those who work on media. Especially mass media to convey information and news through various kinds of media.

The emergence of the internet which is considered as a new media makes broadcast media, especially television, continue to compete to expand the reach of its audience. The large number of audiences who prefer access to the internet makes the media compete to improve the quality of their production. So that broadcast media must respond to technological changes if they want to survive in society, one of which is combining traditional media with modern media or new media.

The current era of media convergence allows people to use one device for two activities at a time, such as accessing the internet and watching. Television media can use new media as a platform to get closer to its audience. The integration of conventional mass media with online media allows for an expansion of coverage. Live broadcast via online media can be done by live streaming.

This era of media convergence has been implemented by Banyuwangi TV by making various efforts to continue to get a place in the hearts of its viewers and can continue to compete in the television industry. As a local television in the Banyuwangi area that is oriented towards local cultural content in Banyuwangi, Banyuwangi TV is required to implement media convergence. Banyuwangi TV conducts media convergence in digital media such as Youtube, Instagram, and Website, this is in the media convergence carried out by Banyuwangi TV to change local media content into news on its Youtube channel and on Instagram local media content is

presented in the form of images and short videos. According to Jenkins' theory (2016) about convergence is a system of formation of the growth of customs in the population, and is centered on the description of the person in contemporary culture in the population.

To achieve success in this convergence process, a broadcast media must be able to implement 3M which is a media convergence strategy, to implement well, namely multimedia, multichannel, and multiplatform.3 The three media convergence strategies must be interrelated, not just apply one of them. This is a unity that must be run simultaneously. Likewise, Banyuwangi TV can implement a media convergence strategy to expand its audience to continue to compete during the current tight television industry.

Bayuwangi TV convergence during television industry competition is carried out with several steps in accordance with the media convergence strategy, namely Multimedia, Multichannel and Multiplatform.

Multimedia

A broadcast media that wants to implement media convergence in order to survive must be able to create and present information in various formats ranging from text, photos, audio, video, and so on. The use of digital technology allows the information provided by the mass media to change and vary its distribution or dissemination. Multimedia is very possible if the content produced is present in digital form. Media convergence refers to the ability to display a wide variety of formats through only one medium (Masini et al., 2018).

In implementing this convergence, Banyuwangi TV always tries to provide local cultural information for its viewers. Information in the form of photos, videos, audio and writing is packaged in such a way as to be conveyed to the audience even though there are obstacles related to tools to cover events with good image quality.

Based on an interview conducted with the editor-in-chief of Banyuwangi TV, it is known that to cover a truly magnificent event that wants good pictures requires good tools such as cameras to produce good videos like other TVs still cannot.

Multichannel

Media convergence cannot be separated from the emergence of new media such as Facebook, Instagram, Youtube, Website, and so on. Because according to its own understanding, media convergence is the merging of several media into one unit. In the application of media convergence using and maximizing various methods and channels of information distribution in physical and digital. For example, information obtained in addition to broadcasting is also uploaded through social media. Thus, so that audiences consume information is also diverse (Oktarina & Abdullah, 2017).

Lately, social media or new media connected to the internet, making it easier for people to access information

through various platforms. Multichannel gives audiences more media choices with diverse content. This is because today's audience certainly cannot be separated from social media that does not look at age. With the use of social media, it makes it easier for someone to access incoming information (Wheelen et al., 2017).

Berdasarkan wawancara dengan pimpinan redaksi dan penonton Banyuwangi TV yaitu sudah mempunyai media digital mulai dari website Yotube dan media sosial juga streaming dengan begitu warga Banyuwangi yang menggunakan Instagram dapat mencari informasi dengan Instagram Banyuwangi TV, dan penonton mengakses channel banyuwangi TV dari Youtube.

Multiplatform

Media convergence also arises with the existence of several devices to access information, namely multiplatform. Content in mass media can be produced and accessed from a wide variety of tools and devices. Where these tools and devices must be able to access various kinds of multimedia. The tools or devices used are useful for producing various types of materials to access or produce content in mass media, especially radio. This multiplatform provides consumers with the flexibility to enjoy information products through various devices owned by the audience. Starting from Mobile Phones, PCs, Laptops, and so on.

Based on the results of an interview with the editor-in-chief of Banyuwangi TV that all news or information presented in various formats and uploaded to yotube and social media such as Instagram, can be accessed on all devices owned by the audience. Especially for now, the development of technology is also increasingly rapid. Gadget ownership is not only teenagers, but in all lines of society. So that information can be accessed by anyone and anywhere.

The large number of internet users in the current digital media era makes Banyuwangi TV try to build engagement through digital platforms so that the strategy of utilizing new media as one of Banyuwangi TV's ways to continue to survive is an important strategy used in capturing audience market share in Banyuwangi in particular and outside Banyuwangi in general. The convergence process carried out by Banyuwangi TV began with problems from the network, namely PT. MVB then managed Bayuwangi TV to carry out a convergence process into digital media by utilizing social media so that it was better known to the wider community and it was proven from interviews with Banyuwangi TV viewers that they watched Banyuwangi TV on Youtube rather than television media. Based on a survey from the center of strategic and studies or CSIS regarding information sources categorized as millennials and non-millennials. That

millennial children prefer online media as a source of information.

In this day and age, the use of online media access is indeed more dominating than print media, because along with the progress of the times it must be followed, readers are indeed easier to get information more easily through technological developments that must be followed if they do not want to be left behind information. Causing the market of broadcast media to change. Millennial children are difficult to invite to get information through conventional media.

Victor García Perdomo, in an article published by Digital Journalism, examines how television, online media, and viewers relate in the context of television reporting. He mentioned that the presence of online media has influenced how a news is produced and consumed, both in terms of technology, journalistic practices, content, and interaction with audiences (Zamroni, 2021). Audiences who are increasingly familiar with technological developments, encourage television to integrate multimedia and other web capabilities into every program they have (García-Perdomo, 2021).

The combination of electronic media and online media or convergence in order to be able to cover a larger audience, the audience is expected to remain against Banyuwangi TV media.

As is well known, there are obstacles from the network, making Banyuwangi TV have to make changes if it does not want to be eliminated by making strategies so that Banyuwangi TV continues to exist. So that Bayuwangi TV is not just a spectacle but there is a power of cultural value in it through its content and distribution methods.

Now Banyuwangi TV is a television that shows local culture presented in the news through YouTube and Instagram, it's just that the content and content are still less interesting which implies there are obstacles in presenting local cultural content in online media. Based on an interview with the director of Banyuwangi TV, it was revealed that there were concurrent positions due to the vacancy of several important parts and tools. In addition, many tools used have been damaged and still lacking such as camera lenses and lighting that are still lacking and drones that have been damaged and also cameras that must be upgraded because they are outdated so that it affects the results of their work as seen from their Instagram which is less interesting than the content because it is not managed by experts, the results will not be less interesting so that the response from followers is also not much.

CONCLUSION

The convergence process of Banyuwangi TV experienced obstacles due to the response of PT. MVB is slow in handling complaints from the publicSudden preparation and other obstacles faced by Banyuwangi TV are in terms of human resources and tools. Banyuwangi TV converges with digital media such as creating websites,

creating YouTube and other social media as well as live streaming.

Local cultural broadcasting on Banyuwangi TV has been carried out by Banyuwangi TV but due to the collision of human resources and inadequate equipment, the program was temporarily suspended, besides that the celebration of traditions that do not exist every time.

Local cultural content that is presented into news on Banyuwangi TV's youtube makes it uninteresting because people prefer those that really discuss the local culture itself without showing a different point of view.

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