

## The Practice of Information Dissemination by Affiliated Local Television in Lampung in News Production (A Case Study of Delta TV Lampung)

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### Abstract

*This study explores the practice of information distribution carried out by networked local television in Lampung, focusing on news production activities at Delta TV Lampung. The research aims to examine the collaboration patterns between Delta TV, other local television stations, and regional government institutions. Using a qualitative approach and case study method, data were collected through in-depth interviews, field observations, and document analysis. The findings reveal that Delta TV Lampung functions as a centralized production hub, managing the entire news production process from planning to distribution to its media partners and contracted government agencies. This collaboration model not only enhances operational efficiency but also addresses the challenges posed by limited resources in the digital broadcasting era. Through a streamlined production system, Delta TV Lampung has maintained its position as a credible and competitive local media outlet. Moreover, the partnership creates a mutually beneficial ecosystem: partner stations receive ready-to-air content, while Delta TV gains reputational value and production sustainability.*

**Keywords:** Television, Distribution, news, , Efficiency, Production

### INTRODUCTION

In the context of the media industry's development in Indonesia, collaboration between television stations has become a crucial strategy in sustaining information

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distribution, particularly in news production. In Lampung, Delta TV Lampung serves as a tangible example of a networked local television station that has successfully optimized inter-media cooperation to strengthen its news production process, despite limited human resources. This study aims to thoroughly examine the dynamics of information distribution behind the daily news broadcasts delivered to the people of Lampung through a media network collaboration approach.

The high interest of Lampung's public in local broadcasts, as reported by the Indonesian Broadcasting Commission in 2025, with consumption reaching 93.47%, shows that the existence of an organized information distribution system through cooperation among local television stations such as Delta TV Lampung has a significant impact. This not only enhances the quality of news presentation but also expands public access to more diverse and locally relevant information.

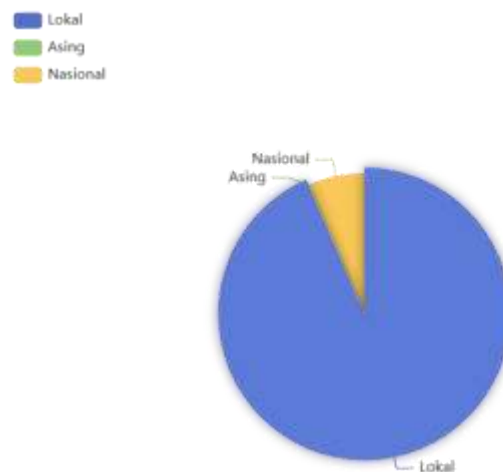


Figure 1. Local & National Broadcasts  
(Source: Indonesian Broadcasting Commission, 2025)

Local television plays a central role in disseminating information and entertainment content relevant to the local community. In this context, cooperation with national television stations or other external entities has become an increasingly significant phenomenon. Delta TV Lampung, as one of the affiliated television stations, has utilized this cooperation as a strategy to improve operational efficiency and competitiveness within the local broadcasting industry (The Conversation, 2024). Table 1.1 below shows that in Lampung Province, many local television operators engage in partnerships to

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improve workflow efficiency at each station, creating new opportunities to deliver better-quality information and entertainment to the public.

**Table 1. List of Local TV Stations in Lampung**

| No. | TV Station Name          | Company Name                                             |
|-----|--------------------------|----------------------------------------------------------|
| 1   | <b>Saburai TV</b>        | PT Selatan Wahana Media Visual                           |
| 2   | <b>LDS Lampung</b>       | PT BPR Labuhan Dana Sentosa                              |
| 3   | <b>Unila TV</b>          | Perkumpulan Televisi Komunitas FISIP Universitas Lampung |
| 4   | <b>Tegar TV</b>          | PT Tegar Multimedia                                      |
| 5   | <b>Delta TV</b>          | PT Pratama Lampung Televisi                              |
| 6   | <b>Harum TV</b>          | PT Harum Terang Sehati                                   |
| 7   | <b>Mitra TV</b>          | PT Lampungraya Televisi Indonesia                        |
| 8   | <b>Radar TV</b>          | PT Radar Lampung Visual                                  |
| 9   | <b>Siger TV</b>          | PT Siger Media Lampung                                   |
| 10  | <b>Garuda TV Lampung</b> | PT.Lampung Tengah Televisi                               |
| 11  | <b>My TV Lampung</b>     | PT Banten Media Global Televisi                          |
| 12  | <b>VTV Lampung</b>       | PT Viva Televisi Olahraga Indonesia 3                    |
| 13  | <b>RTV Lampung</b>       | PT Langkah Laras Sejati                                  |
| 14  | <b>DAVIKA TV Lampung</b> | PT Untukmu Indonesia Lampung                             |
| 15  | <b>Lampung TV</b>        | PT Lampung Raya Televisi Indonesia                       |

(Source: Indonesian Broadcasting Commission, 2025)

Delta TV Lampung collaborates with major television stations and well-known production houses as a key strategy to deliver high-quality programming. (Nechansky, 2018) describes collaboration as a joint activity between two or more parties who collectively control their behavior to achieve specific goals. In the creative industry, relationships among actors, networks, and companies form a dynamic structure that enables mutual support (Zhongren Zhao, Peiyi Song, 2022). Through such partnerships, Delta TV Lampung integrates itself into a larger network, gaining access to high-quality content and broader resources.

In the context of television broadcasting and media, cooperation is not limited to content sharing. There are content standards and formats that must be adhered to in order to synchronize effectively with national television stations. In this regard, Delta TV



Lampung must adapt and comply with these content standards to ensure its programs meet the criteria set by their partners (Morissan, 2018). This adaptation process applies not only to the content itself but also to technical aspects, especially in responding to the ongoing digitalization of broadcasting in Indonesia (Gultom, 2018).

Collaborative integration can also be analyzed through the lens of social relationships within groups, highlighting the importance of interpersonal interactions in forming social structures. A study by Muslimah (2020) on the Pesbukers program of ANTV and Komando Production House demonstrated that the success of television cooperation heavily relies on the quality of interpersonal relationships among group members. This aligns with the situation at Delta TV Lampung, which must establish and maintain strong relationships with its partners to ensure effective collaboration.

In light of rapid changes in the media industry, this study aims to explain how the form of local TV collaboration in Lampung specifically in Delta TV Lampung's news production process affects the station's operations in addressing both local and national demands. This is significant because collaboration not only presents opportunities for innovation and growth but also serves as a key factor in a station's ability to adapt and survive in an evolving industry. The urgency of this research is reinforced by the growing need for local TV stations to enhance their efficiency and productivity by understanding effective collaboration practices in local news production. As such, this study provides both academic insight into mass media practices and practical guidance for local media practitioners seeking to enhance their competitiveness in news production.

The urgency of this research is also supported by the evident need for local television stations to develop exclusive distribution and production models. By exploring the structure, patterns, and mechanisms of collaboration being implemented, this study is expected to contribute not only to academic discourse in media and communication studies but also to provide practical guidance for other local media players in optimizing relevant and competitive information distribution strategies. A deeper understanding of these practices is anticipated to provide a broader picture of how local broadcasting can survive, innovate, and remain relevant in the digital era.

## **LITERATURE REVIEW**

### **Mass Communication**

Mass communication refers to the process of delivering messages from individuals or groups to a broad audience via mass media, such as print and digital platforms. It is typically one-way and technologically mediated, often facing complexity and barriers in

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message delivery (Kustiawan, Fikrah Khairani Siregar, Sasi Alwiyah, Rofifah Abiyyah Lubis, Fatma Zuhro Gaja, Nilam Sari Pakpahan, 2022). According to Syafrina (2022), mass communication involves indirect and public dissemination of information through technical means, enabling faster and broader outreach than traditional methods. Kumar (2024) emphasizes its dual purpose informative and persuasive while also highlighting the media's role in shaping public opinion. In regions like Lampung, challenges lie not just in transmission but also in ensuring content relevance to local audiences.

### **Mass Media**

Mass media utilizes tools such as newspapers, films, television, and radio to communicate widely (Silvia, Perwirawati, 2021)(Prasetyo, 2020). It plays a vital role in public opinion formation by ensuring timely and accessible information. Wulansari (2021) and Kumar (2024) note that digital platforms like online TV, websites, blogs, and podcasts have expanded public access to information, shifting the traditional media landscape.

### **Television**

Television, derived from the Greek tele (distance) and Latin vision (seeing), is a dominant mass media form that combines audio and visuals for effective message delivery (Fitrianingsih, Puteri, 2025). It remains relevant despite digital advancements due to its ability to provide real-time, visually engaging content (Delia, 2024). Television news offers deeper insights through event visualization, making it a powerful communication tool.

### **Local TV Network Collaboration**

Network television refers to a centralized broadcast system where national stations supply content to affiliated local stations (Widyatama, 2018). This often leads to content centralization in Jakarta, with local stations limited in independent production. Collaboration allows for operational efficiency and shared resources (Morissan, 2018). Such partnerships enhance economic potential and resilience in local markets (Surokim & Wahyudi, 2015). Efficient task distribution fosters professionalism, making collaboration both a strategic and managerial approach to sustainable growth in the broadcasting sector.



## RESEARCH METHODS

This study employed a qualitative approach using a case study method to explore collaboration strategies among local television stations in news production at Delta TV Lampung. A qualitative approach was chosen to deeply understand social phenomena in their natural context through intensive interaction between the researcher and the subject. The case study method allowed for an in-depth investigation of a specific case over a defined time and location using multiple data collection techniques such as interviews, observations, and document analysis.

The research was conducted at Delta TV Lampung, located in Bandar Lampung, from November 2024 to July 2025. Data were obtained from three types of informants: key informants (senior staff with industry knowledge), main informants (directly involved in operations), and supporting informants (individuals experienced in TV production projects). Primary data were collected through semi-structured interviews and direct field observations, while secondary data were derived from relevant documents, reports, and literature.

To ensure data validity, source and method triangulation were applied by cross-checking information from interviews, field observations, and documentation. Data were analyzed through qualitative techniques including data reduction, data presentation, and conclusion drawing. This process enabled the researcher to identify patterns and insights into how collaborative efforts shape news content development among local TV stations, particularly Delta TV Lampung, amid the evolving media landscape.

## RESULTS AND DISCUSSION

### Broadcast Standards and News Regulation at Delta TV Lampung

Broadcast standards and news regulations play a crucial role in maintaining integrity, quality, and professionalism in Indonesian television. At Delta TV Lampung, all broadcast activities adhere to the guidelines set by the Indonesian Broadcasting Commission (KPI), particularly the Broadcasting Code of Conduct (P3) and Broadcast Program Standards (SPS). These rules ensure that content is factual, unbiased, culturally appropriate, and free from harmful elements such as excessive violence or indecency. Prior to airing, editorial teams carefully review news content to ensure compliance, reflecting both legal obligation and moral responsibility to the public.

Internal operational standards complement these national regulations. Each station, including Delta TV, develops its own editorial guidelines such as visual style, scripting, and technical execution while still prioritizing KPI's national standards. Delta TV

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conducts routine evaluations, screenings, and staff training to maintain compliance. Field observations confirm that programs undergo a legal and editorial review to ensure they are suitable for public viewing, including proper scheduling based on content sensitivity and audience demographics.

This commitment to regulation has become a part of Delta TV's organizational culture. The station fosters a professional environment where all staff from reporters to producers are educated on broadcasting ethics and legal standards. Through regular internal training and team discussions, regulatory compliance is treated not as a constraint but as a guiding principle for quality content creation. As a result, Delta TV Lampung ensures its broadcasts remain informative, responsible, and aligned with public interest and trust.

### **Production and Human Resource Efficiency in the Digital Broadcasting Era**

In the digital era, television stations are optimizing both production processes and human resources to adapt to technological changes. At Delta TV Lampung, efficiency does not simply mean reducing staff, but rather maximizing limited resources through digital integration. Traditional roles such as camera operators, editors, and scriptwriters are often handled by one person, thanks to advancements in multimedia technology. This shift has transformed work structures, requiring employees to be more versatile and proficient with digital tools.

The adoption of multiplexing (MUX) in digital broadcasting has further impacted local stations. Delta TV Lampung and other local broadcasters must now collaborate with larger MUX providers like TVRI or Metro TV to distribute their content, making independent broadcasting less feasible. As a result, collaboration among local stations becomes key for cost-saving and resource-sharing. Team members are expected to multitask and continuously upskill to maintain content quality despite leaner staffing and centralized broadcasting systems.

Direct observations and interviews confirm that efficiency at Delta TV is supported by integrated digital workflows, shared coverage with other local stations, and strong internal training. News content is produced more quickly and affordably, with consistent quality. This efficient system not only reduces operational burdens but also expands audience reach through digital platforms like YouTube and social media. Thus, efficiency and technological adaptation are not merely survival strategies but essential tools for innovation and sustainable growth in a competitive broadcast landscape.



### **Collaborative Practices of Delta TV Lampung in Expanding Networks and Enhancing Reputation**

Delta TV Lampung actively engages in collaborative news production with local television networks and government institutions to enhance efficiency and broadcast quality. These partnerships enable mutual resource sharing and joint content distribution, fostering a system that is both cost-effective and diverse in journalistic perspectives. According to station head BA, such collaborations not only help streamline content production but also boost the station's credibility, making it more attractive to clients and potential partners.

Partnerships with other stations and agencies facilitate trust-building and professional recognition. Flexibility and adherence to shared ethical standards are key to maintaining long-term cooperation. As noted by another team member, Delta TV's commitment to following client guidelines and solving technical issues collaboratively has made it a reliable partner. This cooperative approach results in structured production workflows and reduces redundancy, as content created by one partner can be reused across the network.

The impact of collaboration is further reflected in Delta TV's improved reputation as an adaptable and professional local broadcaster. Despite limited resources, the station effectively maintains production quality while expanding its influence within the media ecosystem. However, challenges remain in aligning production standards and managing varying stakeholder interests. Continued communication and commitment are essential for sustaining quality and trust across all partnerships. Ultimately, these collaborative efforts place Delta TV Lampung in a strategic position within the increasingly competitive broadcast industry.

### **Technical Capabilities of Delta TV Lampung in News Production**

Delta TV Lampung demonstrates strong technical adaptability in news production despite limited resources. Creativity plays a central role in managing time, tasks, and style differentiation to meet the diverse demands of partner television stations. According to station head BA, innovation is essential when working with multiple clients, especially in adjusting shooting styles and managing extended production times.

"Creativity is key. We're not only producing for ourselves but also for other stations. That means we must constantly innovate and adjust shooting methods while managing our time more efficiently." BA



Innovation is not limited to content creation but extends to technical elements such as camera work, scheduling, and collaborative planning. This includes developing alternative formats for example, conducting interviews while walking instead of the standard seated setup. FR, a production team member, emphasized:

“Each station has its own standards. Delta has its own too, as long as we follow KPI regulations. For instance, our interview segments differ we do it while walking, others might do it seated.”

Delta TV also implements continuous visual and branding updates, including logo changes, to avoid stagnation. Observations reveal a dynamic team workflow involving content planning, filming, and collaborative editing all adjusted based on partner station needs and audience targets. The table below summarizes Delta TV Lampung’s technical capabilities:

**Table 2. Technical Capabilities of Delta TV Lampung in News Production**

| No | Situation                                                 | Technical Capability                                                                               |
|----|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| 1  | Different interview formats requested by partner stations | Delta adapts production style (e.g., walking interviews instead of seated ones)                    |
| 2  | Limited crew managing multiple stages of production       | Rotational task delegation and team evaluations ensure quality standards are met                   |
| 3  | Joint coverage with local partner stations                | A shared crew captures footage collaboratively to avoid duplication and ensure varied perspectives |

*Source: Processed by the Researcher*

These capabilities reflect a well-integrated culture of innovation and teamwork. Delta TV Lampung’s approach to production combines technical expertise, creative flexibility, and strategic collaboration making it a competitive local broadcaster in a rapidly evolving media landscape.

### Field Challenges in Covering Government Talkshow News

Field challenges refer to various obstacles that journalists frequently encounter during on-site news coverage. These include technical issues (such as dead camera batteries or broken microphones), unfavorable weather, and sudden schedule changes



by sources. Even with careful preparation, unexpected situations often disrupt the production flow.

As stated by field reporter FR:

“There are always challenges dead batteries, bad weather, or sudden schedule changes. Sometimes the interview gets pushed from noon to night, but we’re not prepared with lighting.”

Such situations lead to poor video quality and may impact the final broadcast. Journalists must adapt quickly and creatively to ensure the coverage remains on track. This includes preparing backup equipment, adjusting shooting times based on weather, and improvising formats when needed.

The following table outlines common challenges faced during government talkshow coverage:

**Table 3. Field Challenges in News/Talkshow Coverage by Delta TV Lampung**

| No | Type of Challenge       | Description                                             | Impact on Production                                           |
|----|-------------------------|---------------------------------------------------------|----------------------------------------------------------------|
| 1  | Technical Equipment     | Dead batteries, poor microphone function, poor lighting | Poor video/audio quality; compromised documentation            |
| 2  | Sudden Schedule Changes | Sources change event times without notice               | Unprepared equipment for nighttime shoots                      |
| 3  | Production Flexibility  | Need to adjust shooting style and narration on the fly  | Requires creativity to ensure content remains broadcast-worthy |

*Source: Compiled by Researcher*

These challenges highlight the importance of both technical and mental preparedness. Reporters need not only functioning equipment, but also the ability to stay calm under pressure and make quick decisions like securing alternate sources or adapting scripts. Field teams must work outside their planned schedules and bring backup lighting or extra batteries.



FR further noted:

“Unpredictable weather is a major issue heavy rain can damage our gear. Once, we had to do an interview at night but lacked lighting, so the footage wasn’t usable.”

This confirms that success in field reporting depends heavily on readiness and improvisation. Training and anticipation of common setbacks such as weather issues or unreliable sources are vital. Regular equipment checks and contingency planning should be standard practice. In conclusion, while technical readiness is essential, mental resilience, teamwork, and problem-solving are equally important. Effective communication, task sharing, and flexibility are key to maintaining quality in field news production despite unpredictable conditions.

### **Adaptation of the Broadcasting Industry and Economic Efficiency in Local Media (Delta TV Lampung)**

The transformation of the broadcasting industry has been driven by technological advancement, changing audience behavior, and increasing economic pressures. Delta TV Lampung, as a local broadcaster, has responded to these challenges by shifting from rigid, high-cost production models to more flexible, collaborative, and cost-efficient approaches. Key adaptations include adopting digital workflows through non-linear editing software, sharing technical resources with other stations, and partnering with Production Houses (PH) to outsource content production, thus reducing operational burdens.

Another major shift is the transition to digital broadcasting infrastructure. Instead of maintaining costly transmission towers, local stations now lease digital broadcast slots via multiplexing (MUX), as seen in the case of iNews TV Lampung. This allows them to focus more on content strategy than infrastructure management. Additionally, Delta TV has implemented a flexible labor structure by reducing permanent staff and using freelance or project-based teams, which aligns resources with actual production needs and supports operational efficiency.

These adaptations not only cut costs but also enhance the station’s reputation and trust among stakeholders. Strategic partnerships with local governments and private sponsors are now based on mutual benefit and content reliability. Delta TV’s success reflects a broader shift in the industry—moving from traditional infrastructure-heavy models toward agile, partnership-driven operations. Ultimately, adaptation and economic

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efficiency are not just reactive measures, but strategic efforts to ensure long-term sustainability in the digital era.

### **Communication Between the Production Department and the Editorial Team in the Television News Production Process**

Coordination between the production department and editorial team is essential in producing high-quality television news. Communication goes beyond instructions it is collaborative, especially during joint programs across stations. This practice includes reviewing video content, assigning responsibilities, and conducting editorial discussions before broadcast.

For large-scale coverage, such as official state visits, media collaboration is structured through the appointment of a lead producer to unify different work standards and prevent miscommunication. Footage sharing and airtime schedules are pre-arranged to ensure fairness and avoid overlap between teams.

This collaboration reflects not just task-sharing but a professional work culture built on trust, transparency, and editorial alignment. As a result, the final broadcast is technically well-executed and editorially consistent with the shared news values of all teams involved.

### **News Production Collaboration Patterns at Delta TV Lampung in the News Production Process**

Delta TV Lampung implements a collaborative news production model with local and national TV stations, especially for institutional programs such as government broadcasts. In this setup, Delta TV acts as the main producer, while the content is distributed to partner stations for airing. The process includes content planning, production, and technical adaptation to meet each station's broadcast standards.

This model strengthens inter-media relationships, addresses resource limitations, and broadens distribution without redundant efforts. Beyond technical efficiency, it fosters mutual trust and supports cross-station training initiatives. Technical coordination such as video format compatibility and broadcast duration is essential to ensure quality and content alignment.

Through this collaboration, Delta TV Lampung has solidified its role as a regional content hub and pioneer of a cooperative media culture. In the post-pandemic broadcasting landscape, the model offers a strategic solution built on efficiency, flexibility, and professionalism creating a more unified and sustainable local media ecosystem.

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## CONCLUSION AND SUGGESTIONS

### Conclusion

This study aims to identify and analyze the collaboration model of networked television stations in Lampung, focusing on Delta TV Lampung in its news production process. Based on field findings and prior discussions, it can be concluded that the collaboration model implemented by Delta TV Lampung is both collaborative and functional. Delta TV Lampung serves not only as a broadcasting station but also acts as a production house that provides news content to local and network television partners such as Radar TV, Kompas TV, and Tegar TV. This collaboration allows for production efficiency in terms of labor, time, and equipment usage, as production is centralized and the output is distributed to various partners.

Moreover, efficiency in human resource utilization is a key reason behind this collaboration model. Delta TV Lampung minimizes its crew size by assigning dual roles to team members—for example, editors who also function as cameramen and reporters. Amid limited resources, creativity and adaptability during coverage become essential for maintaining relevant and broadcast-worthy news content. The team's ability to adjust news concepts on the ground, especially when facing changes in sources or technical disruptions, demonstrates the importance of adaptive strategies in the production process.

Institutionally, Delta TV has succeeded in building trust and expanding its partnership network through consistent production quality, flexibility in meeting client requests, and professional collaboration. This has positively impacted Delta TV's reputation at the local level—not only as a local television station but also as a trusted production partner for various governmental institutions and agencies.

### Suggestions

Based on the research findings and conclusions, the author offers several practical recommendations to support the development of news production systems in local television broadcasting. First, for Delta TV Lampung, it is recommended to strengthen work documentation and establish standard operating procedures (SOPs) for all forms of news production collaborations. This step is vital for maintaining content quality consistency, improving internal efficiency, and reinforcing institutional standing amid competition in the local broadcasting industry.



Second, for Delta TV's partner stations and other local broadcasters, it is suggested to establish regular communication and evaluation mechanisms to ensure the news production and distribution processes run effectively and align with each party's needs. Healthy collaboration requires transparency, clear roles, and ongoing evaluation.

Third, for local broadcasting practitioners in general, the collaborative production model applied by Delta TV Lampung can serve as a strategic reference for sustainability amid limited resources and economic pressure. Cross-media collaboration not only reduces production costs but also expands broadcast reach and enhances local content sustainability.

Finally, for future researchers, it is recommended to expand the research scope towards a political economy analysis of local television networks. This is important to understand how economic interests, power relations, and industry structures shape collaboration patterns, media narratives, and the dynamics of regional broadcasting institutions.

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