

# **DISTRIBUSI KONTEN TAYANGAN TELEVISI SWASTA LOKAL DI KOTA JEMBER MELALUI MEDIA ONLINE**

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## **Abstract**

*The development of technology and the alteration of broadcasting regulation, cause TV station in Indonesia make a change in the broadcast strategy. One of the alternative strategy is by distribute the TV content into online through some user generated content sites such as youtube.*

*Beside getting free broadcast line and reach wider viewers, access can be easily from everywhere and every time, TV station can monetize the channel in order to get income from the advertisement that inserted in every content that distribute from the online site. The government rules about the alteration of broadcasting technique from analog into digital, absolutely have not been successful yet. This can be an easy solution for a local TV station in Jember which have no a big financial to move from analog broadcast method to digital broadcast method, the cost is cheap even free. By online distribution, TV station can distribute the content and can be accessed easily every time and everywhere by the viewers from their gadget flexibly, as long as connected with the internet. TV station also have the right to get income from the viewers by monetize the content that uploaded to that site.*

**Key Words:** *local private television, user generated content, digital broadcasting, online media*