

## ABSTRACT

With determining of government rules from ministry of communication and information no. 07/P/M/KOMINFO/3/2007 signed by Menkominfo Sofyan Djalil on March 21, 2007 regarding the standard of terrestrial digital broadcasting for unmoving television in Indonesia, mentioning that Government had persisted DVB-T as the standard of broadcasting TV digital for unmoving user in Indonesia.

The technology of digital TV chosen because it has more excess comparing with the analog TV. This technology had the endure against interference effect, multiple path distortion and fading, along with the easiness to recover against the deprave signal caused by sending process/transmission signal. This reparation will be done in receiver department with a specific error correction code. This technology able to multiple few program all at once, where 6 broadcast program could be included in one TV canal width 8Mhz with better quality.

Based on those case above, TVRI as a public TV needs the right strategy plan because those case could be an opportunity, also a good challenge with technological, economical, as well as psychology character. Within the analyze of the existing data with the matrix internal – external analysis, SWOT and grand strategy matrix, then LPP TVRI will be lies in quadrant II which is W – O (weakness – opportunity) position, *aggressive maintenance*, therefore it needs the following strategy: buying transmission equipment and digital technology studio in a phase, increasing the human resources quality to support the implementation of TV digital broadcasting and fixing the damaged transmission equipment in order to ensure that destitute society still be able to receive the transmission well.