

ABSTRACT

The Digital Television Broadcast Migration Program listed in Article 72 of the Job Creation Law Number 11 of 2020 is currently a topic that is being discussed in the midst of Indonesian society, this is because television is one of the media to get information easily and cheaply. Thus, this policy encourages the Indonesian people to know, understand, and migrate to digital television broadcasting so that they can continue to enjoy television broadcasts. The government has made various socialization efforts through television advertisements, webinars, short film competitions, to regional art performances. There are three important things that are conveyed in every socialization carried out, namely the benefits, the transition process, and the type of digital television broadcast. The Indonesian government has a target of completing the Digital TV Migration Program no later than November 2, 2022, including in Lembang District. This research was conducted by conducting interviews in 5 villages in the Lembang Sub-district in order to find out how the acceptance position of the Lembang community towards the socialization of digital television broadcasts using Stuart Hall reception analysis which is divided into 3 audience reception positions; dominant-hegemonic position, negotiated position, and oppositional code position. From the results of this study, it was found that the position of public acceptance in Lembang District towards the socialization of digital television broadcasts was dominated by a dominant-hegemonic position, where they understood the benefits, the transition process, and the types of digital television broadcasts.

Keywords: *Digital Television Broadcast, Reception, Lembang, Digital TV Migration Program*