

## Research Article

# Implementation of Incubation Class and Exhibition As Marketing Strategies for Students' Television Program Projects

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**ORCID**Putri Surya Cempaka: <http://orcid.org/0000-0002-8818-8700>**Abstract.**

Broadcasting Study Program at Polimedia requires its final year students to make television programs as one of their Final Projects. In the process, students were given materials to support the creation of the final work. However, it is such a shame for those Final Projects are just sitting uselessly in campus repository. The initiation of forming an incubation class as an exhibition preparation to market these works is gradually being implemented through courses in the final semester. Thus, this research was conducted with the aim of identifying the effectiveness of the implementation of incubation and exhibition classes in marketing television programs to the industry. The method used is the implementation of the incubation class and exhibition observationally and experimentally. The results achieved are the application of academic and practical processes by students to present their media value program to investors in broadcasting industry.

**Keywords:** incubation class, exhibition, television programs, broadcasting

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## 1. INTRODUCTION

Broadcasting Study Program at Politeknik Negeri Media Kreatif demands its students to create television program as one of requirement for graduation in order to become intermediate experts in the field of broadcasting. Starting from the first to fifth semester, various courses taught are intended to provide students with provisions to create a final project work program. In the fifth semester, especially in Production Management and Broadcasting Marketing Management courses, students are treated as producers who would create television programs. The aim or output of these two courses is that students have the ability to produce programs that have media value and marketable in the Indonesian broadcasting and audiovisual content industry. However, as of right now, projects produced by final year students unfortunately archived as documentation and reference material for younger generation of students.

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Starting from this problem, there was an initiation to form incubation classes for student groups to prepare their programs to be marketed on industrial level. This initiative is correlated to the Broadcasting Study Program's Research and Community Service Roadmap, by raising research topics which show potential to produce output from television/radio program distribution channels, as well as supporting learning, courses and study programs. This research is also in conjunction with the website-based application development team as a digital portfolio container for student-made programs named *Nakula* and *Sadewa*. Efforts are being made in tandem, hoping that the results of student works can be absorbed by industry and ultimately consumed by wide audience.

The implementation of incubation classes was carried out by a team of researchers and staff at Universitas Muhammadiyah Makassar, who implemented creative business incubation classes as a solution for increasing human resource capabilities in implementing digital marketing [1]. In that research, it was concluded that the incubation class was able to provide guidance and deliver focused material, so that the target community was able to apply the material directly to their MSMEs.

Other researchers from Politeknik Negeri Media Kreatif also conducted a study on digital marketing as a forum for promoting student work so that it has value for adoption in society [2]. In that research, it was concluded that digital marketing strategies can be used as a forum to introduce student works, so that the public has awareness of the work so that it is ultimately adopted.

Previous researches indicate that incubation classes and providing a platform for marketing their work can be a motivation for students to create work that has marketable value and can be consumed by the general public or society at large. Therefore, it is important to carry out this research to identify the effectiveness of incubation and exhibition classes to market student work so that it is finally adopted by industry and consumed by the public.

Based on previous description, the formulation of this research problem is identifying the effectiveness and success of incubation classes as preparation for students to carry out exhibi

tions of their television programs. In order to answer these problems, it is necessary to carry out incubation classes with a number of materials regarding preparation for pitching programs to industry through exhibition. The assumption that will be proven is that students are able to pitch the program after attending the incubation class. It is hoped that the success of the pitching program will be followed by good marketing of the program based on the selling value or media value they have produced. The limitation

of this research problem is the implementation of incubation classes as preparation for the exhibition of student work programs to be marketed to audiovisual and broadcasting industry.

## 2. METHODOLOGY/ MATERIALS

This research used applied research method with the aim of directly implementing a new program/activity so that it can be a solution to problems. The type of applied research used is a combination of development and action. In this research, the development stage was held out by implementing the Incubation Classes. Incubation class is a term that is often used to describe a mentoring and coaching program, so that participants gain knowledge and have abilities in the target field. This term is taken from the concept of a business incubation program which aims to provide services to participants. These services include, among other things, providing space or forums to train participants' skills; provide access to knowledge; providing guidance and support to improve the quality of work; and providing access to related industry parties [3]. In the context of the creative industry in the broadcasting sector, incubation classes are an effort to improve the quality of program work so that it is marketable into the industry. Its nature is like a workshop, in the end, it is hoped that participants from the results of this incubation class will have access to market their work in industry.

In the Incubation Classes, students were given material relevant in order to strengthen their ability to present their programs in front of investors or executive producers, such as Pitch Deck Workshop and Pitching & Presenting Technics delivered by experts in the field. This stage is expected to give students confidence during pitching and exhibition session in the next stage.

The action stage of this research, an Exhibition was held to provide a meeting space between students and investors. Students were asked to present their programs and pitch their idea in the presence of investors from television production houses. Closely related to art shows in museums, exhibitions are often used by artists to display both their art and interesting things they want to convey to the public[4]. In the context of this research, the exhibition is held as a forum for the students also as a connecting bridge for their projects and investors in public spaces[4].

The analysis method for this research is observational and descriptive reasoning, by explaining the results of implementing Incubation Classes and Exhibition as marketing strategies for students' programs.

### 3. RESULTS AND DISCUSSIONS

In this research, the stages of Incubation Classes and Exhibition can be determined as marketing channels. Marketing channel is something forged by organizations to help products available for use by consumers [5]. Incubation Classes were held to give 24 students preparation to pitch their projects in front of investors. During the class, participants implement the knowledge given by instructors. They created pitch decks and performed pitching simulation.



**Figure 1:** Incubation Classes.

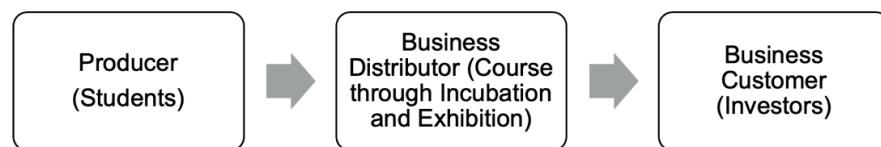
This stage resulted in pitch decks to be presented during Exhibition. There are eight pitch decks for eight television programs to be screened and exhibited in front of investors. Those investors came from national television or broadcasting agency such as TVRI, MOJI, MentariTV, FlipFlopTV, as well as some production houses like Visinema, Kepik Production, and AFE Cinema. During the Exhibition, students presented and pitched their programs on how they were made, to show investors that these programs are worthy being produced on industrial level. They argued about having high media value and competitive quality contents to be produced by national broadcasting agencies.



**Figure 2:** Exhibition.

These practices are done by following marketing structure in term of completing transaction between producers and their consumers. In order to help those transactions met, these following factors need to be exchanged: information, promotion, contact, matching, and negotiation [5].

In the matter of marketing the televisions programs, the producers need to understand their costumers or audiences. The information about each programs' target audiences is mandatory to be gathered and understood in order to produce the right programs on demand. Then, the two stages done in this research are the promotion part of marketing practices. In promotion, the producers are developing and presenting persuasive communication about an offer to invest in their programs. The Exhibition was done to give space for producers meet their soon to be investors about purchasing their ideas or investing in their programs. This process includes contacting and networking between the two parties. Some of the investors showed interest to certain programs, to which they exchanged contacts with the students in hope of arranging future meetings for matching and negotiation.



**Figure 3:** Indirect Marketing Channel.

Based on the observation throughout the two stages of this applied research, from Incubation Classes and Exhibition, it was determined that the marketing channel level in this strategy analysis is indirect marketing channel. Indirect marketing channel is a channel which contains more than one intermediary levels [5]. Marketing intermediaries help an institution promote, sell, and distribute its products to final users. In this case, Incubation Classes and Exhibition are those intermediaries. Thus, this applied research was testing those intermediaries as one of strategies to promote and sell students' projects. Previously, especially broadcasting students, had never gone through any marketing process in order to actually sell their programs. By applying this practice, it was proven that some production houses and television agencies are showing interests to actually not only purchasing the creative ideas but also acquiring the programs to be aired as their own (with term and conditions given by students as the original producers).

Furthermore, some production houses, if not buying, they are now aware about the students' capability in producing audio visual programs especially for broadcasting industry. Most of them are interested not only in the products but also to the students'

skill. Hence, they are eager to make contacts and hire the students for their hard skills. This has opened opportunities to build networking and cooperation agreement between academic institutions and its relevant industry.

## 4. CONCLUSION AND RECOMMENDATION

The conclusion is that the Incubation Classes and Exhibition can be applied as strategies to market in term of promote and sell students' projects. These practices can be claimed as the first effort to be made by the institution, especially the Broadcasting Study Program, in order to sell students' final works. In addition, the stages of Incubation Classes to Exhibition can build students' confidence about their programs media value and open opportunities to make industry aware about not only their products but also their skills.

Based on the conclusion made above, several recommendations are offered here. First, to prepare students in the last term of their college to join and participate in the incubation classes or exhibitions. Second, to offer cooperation agreement to broadcasting agencies, production houses, and/or investors as many as possible. Third, it is also suggested to use this practice consistently and make it as part of the curriculum implementation.

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