

**Tipe Koleksi: UHAMKA - Artikel Ilmiah**

## **Urgensi Penelitian Rating Bagi Media Penyiaran**

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### **Abstrak**

Broadcasting industry in Indonesia has shown significant improvement. The late broadcasting bill that has officially published give many changes to the broadcaster organization. Many broadcasting companies are in line to start operating.

The broadcasting industry nowadays has reached the intens competition, therefore, good strategy is required to win the battle. To manage fine broadcasting organization in the era of globalization require fine research. Systematic and sustainable research play very important role for the broadcasting organization to keep its benefit from the commercial. Why the research rating is needed? And why everybody adores it? This article tries to describe those questions.