



## Management of Local Broadcast Production and Enforcement of P3SPS by Indosiar Ambon TV

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### ABSTRACT

The research investigates management of local broadcast production and *P3SPS* (Broadcasting Code of Conduct and Broadcast Program Standards) enforcement by Indosiar TV. Four stakeholders were interviewed: *Indosiar* TV Ambon representatives, *KPID* [Regional Indonesian Broadcasting Commission] Maluku Chairperson, *P3SPS* Department, and community members. Primary data collected through interviews and documentation; secondary sources included web, social media, books, and journals. Research process involved pre-research media observation, field research, data categorization, and objective conclusions. Aimed at benefiting the community by preventing policy duplication and aiding grassroots execution in broadcasting.

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## **INTRODUCTION**

In the era of media convergence, television (TV) is expected not only to integrate broadcasts across other media platforms but also to develop diverse content. The diverse content envisioned should represent Indonesia's multicultural nation, including local broadcast production. However, in practice, the management of local broadcast production does not run smoothly.

The management of local broadcasts in Maluku by TV Indosiar is not based on local needs but is determined by the central headquarters. This has been the case for a long time and is considered normal, as all decisions are made at the centre. The impact is significant, affecting broadcast time allocation, the types of content aired, and more. Hence, it can be confirmed that local content is merely a formality in implementing broadcasting regulations. The increasingly crucial issues are not only rooted in the implementation of broadcasting regulations but also in Article 34, paragraph 5 of Government Regulation Number 50 of 2005 concerning Private Broadcasting Institutions. However, further provisions regarding local broadcast content are not clearly regulated.

Article 17 of Government Regulation Number 50 of 2005 only states that fixed broadcast relays can account for a maximum of 90% of total daily broadcasts. This article is then interpreted as meaning that local broadcasts must make up at least 10% of total daily broadcasts. Outside of this percentage provision, there are no other regulations concerning local broadcast content. This situation forms the basis for synergy between the Central Government, the Central Broadcasting Commission (KPI), and the Maluku Broadcasting Commission (KPID) to realize clear and holistic standardized rules that regulate local broadcast content, containing humanistic values that serve not only as entertainment but also as educational and beneficial information.

In the era of media convergence, it is expected that television (TV) would not only integrate broadcasts across various media platforms but also develop diverse content that represents Indonesia's multicultural nation, including local broadcast production. However, the reality is that the management of local broadcast production in Maluku by Indosiar TV is not based on local needs but rather determined by the central headquarters. This long-standing practice has been considered normal, as all decisions are made at the centre. Unfortunately, this has significant consequences, such as affecting broadcast time allocation and the types of content aired. Consequently, it is evident that local content is merely a formality in implementing broadcasting regulations. The issues at hand are not only rooted in the implementation of broadcasting regulations but also in the lack of clear provisions regarding local broadcast content. While Article 17 of Government Regulation Number 50 of 2005 states that fixed broadcast relays can account for a maximum of 90% of total daily broadcasts, there are no other regulations concerning local broadcast content. Therefore, it is crucial for the Central Government, the National Broadcasting Commission (KPI), and the Maluku Broadcasting Commission (KPID) to work together to establish clear and comprehensive standardized rules that regulate local broadcast content. These rules should prioritize humanistic values and ensure

that local broadcasts serve not only as entertainment but also as educational and informative content.

## **THEORETICAL REVIEW**

### ***Communication Media***

Human interaction has always relied on communication to meet our needs and enhance our lives, but it has never been immune to the influence of power dynamics. The development of communication has been closely linked to advancements in communication sources, encompassing the knowledge and information available in society, as well as the tools and technologies used for communication. From the ancient practice of using palm leaves to convey messages, to the use of couriers and carrier pigeons for delivering letters, and now the widespread use of electronic and cellular devices, communication has continuously adapted and transformed alongside technological progress. This ongoing evolution serves as a testament to the dynamic nature of communication in our ever-changing society (Soyomukti 2012, 12).

Technology-based communication media can be classified into two categories depending on the size of their intended audience. The first category is Mass Media, which includes channels that transmit messages to the general public. These messages are usually related to events that affect a minority of the population, but are of interest to the majority. For example, news about a volcanic eruption in a particular district can be disseminated to the entire country or even to other nations, depending on the reach of the mass media involved.

The classification of mass media can be based on the time of publication, which can be divided into two types: periodical and non-periodical. Periodical mass media refers to content that is published at regular intervals, such as newspapers, magazines, radio, and TV. On the other hand, non-periodical mass media is used during specific events and is not intended for continuous use. This type of mass media can be further categorized into human and non-human mass media, which serve their purpose during the event.

Non-mass media can be classified into two main categories based on their characteristics. The first category is human media, which involves using humans as message conveyors when direct communication is not possible. This category includes messenger couriers who deliver messages and information on behalf of others. The second category is object media, which can be further divided into electronic and non-electronic forms. Electronic object media include communication tools like telephones and fax machines, while non-electronic object media include traditional means such as letters that are written and physically delivered. These forms of non-mass media provide alternative channels for communication when direct interaction is not feasible or practical.

In the realm of interpersonal interactions, direct face-to-face communication holds immense significance. This form of communication encompasses a wide range of activities, including verbal and nonverbal exchanges, active listening, and providing feedback. Unlike mass media platforms, face-to-face communication offers the advantage of immediate feedback and clarification, fostering the development of trust and

comprehension between individuals. Moreover, it facilitates the exchange of emotions and nonverbal cues, thereby enriching the overall communication experience.

The emergence of multimedia, a medium that encompasses various forms of communication media, has been made possible by the latest advancements in computer technology and the internet. This integration of different communication channels within digital electronic devices has revolutionized the way we communicate. With multimedia, individuals can access a wide range of communication tools such as electronic mail, internet telephony, electronic newspapers and magazines, internet radio, internet television, and even engage in face-to-face interactions through video conferences. This convergence of technologies has greatly expanded the possibilities of communication and has become an integral part of our daily lives.

The impact of communication can be seen through the effects it has on the receiver. These effects can be psychological in nature and are made up of three main elements. The first is cognitive influence, which refers to the knowledge gained through communication. This means that communication serves as a means of providing information. The second element is affective influence, which involves changes in feelings and attitudes brought about by the conveyed message. For example, a persuasive speech may create a desire to act or a willingness to agree or disagree with something. The third element is conative influence, which relates to the behavioural and action-based effects of communication. When a message is received from the communicator or message sender, the receiver may be prompted to take action.

### ***Television***

In today's world, human culture is experiencing a shift towards the digital age. The rise of digitalization indicates that the social landscape of communities has moved towards mass media platforms. In the past, societies relied on oral communication to pass down their culture, traditions, and local beliefs. However, in this new era, communication spaces have expanded to include mass media channels like Television, Radio, Facebook, Twitter, and YouTube. While Television used to dominate as a popular mass medium among communities, its influence has now been surpassed, as evident from the declining interest in television viewing.

A century ago, television emerged as the leader in mass media communication and has since then gained immense popularity. Its audiovisual nature made it a preferred medium over radio broadcasting, and the invention of television technology led to the establishment of numerous TV stations across the globe. The British Broadcasting Corporation (BBC) was founded in the UK in 1936, while the Columbia Broadcasting System (CBS) began television broadcasts in America in 1941, having previously been a radio media corporation since 1927. The National Broadcasting Company (NBC) and the American Broadcasting Company (ABC) were established in 1943, further expanding the reach of television as a mass communication medium (Ibrahim & Iriantara, 2017).

The Indonesian government directly manages the national television *TVRI*, while private television stations were only allowed to operate if the applicants for licenses were related to President Soeharto. The first private TV station, *RCTI*, was owned by Soeharto's eldest son, Bambang Trihatmojo, followed by *SCTV* owned by the conglomerate Soedwikatmono, who was also a close relative of Soeharto. *TPI* was established by Soeharto's eldest daughter, *Mbak Tutut* (Siti Haditanti Rukmana), and the conglomerate closely associated with the New Order Palace, Sudono Salim, was permitted to launch *Indosiar*. All of these stations were established in the 1980s, and later on, other private TV stations emerged.

## **METHODOLOGY**

Based on John W. Creswell's (2013) suggestion, this study has chosen a case study approach as the research methodology. This approach is especially helpful when the research question aims to understand the 'how' or 'why' aspects of a subject. The researcher believes that the case study method is well-suited for this study as it allows for a comprehensive exploration of the subject matter using data and documents, ultimately leading to valuable insights. This study falls under the category of evaluation research, which was selected because of its potential to generate beneficial outcomes.

Slamet (2018) underscores the importance of evaluative research in assessing the effectiveness of programs, activities, or policies aimed at intervening in society. This research serves as a valuable feedback mechanism to ensure that the intended impact is achieved. The evaluation process encompasses three main areas of focus: examining the program's conceptualization, evaluating its implementation, and measuring its impact. By thoroughly evaluating these aspects, researchers can gain valuable insights into the effectiveness of interventions and make informed decisions to optimize their outcomes.

The focus of this study is on *Indosiar*, a television station. In qualitative research, the individuals who provide information are commonly known as informants, which can include both key informants and supporting informants. The selection of informants in this research follows the purposive sampling technique, where the sample is specifically chosen based on the research objectives. The key informants in this study are individuals who are directly involved in the production of local broadcasts at *Indosiar*, such as Mr. Daud Timisela. Additionally, individuals involved in enforcing P3SP, including the Chairperson of KPID, Mrs. Mutia, and Mr. Beni Ritiauw from the department overseeing P3SPS, are also considered key informants. Furthermore, one representative from the community is included as an informant. Therefore, this study encompasses both internal and external aspects by including informants from various backgrounds.

This study was conducted in Ambon, Indonesia over two months in 2022. Data was collected through direct field observations, document analysis, in-depth interviews, and documentation to provide a clear depiction of the phenomena studied. Primary data was obtained through face-to-face interviews

and systematic observation (Sugiyono, 2012), with tools used to ensure accurate recording. Categorization and connection with events before and after interviews were important. These methods were essential for a comprehensive understanding of the research topic.

The utilization of secondary data in this study is crucial for further analysis and processing, requiring the identification of appropriate sources and relevant documents. These documents can encompass both private materials such as memos, personal letters, and individual diaries, as well as public documents like work reports, newspaper articles, TV show transcripts, and websites. The primary objective of acquiring these documents is to provide support for data analysis and interpretation. Within this research, data processing techniques can be understood as data reduction, which involves the extraction, simplification, abstraction, and transformation of raw data collected from the field. This reduction process commences from the initial stages of data collection, involving activities such as summarizing, exploring themes, categorizing based on time, interviewee characteristics, and research locations, as well as writing memos. The purpose of this reduction is to eliminate any irrelevant data or information that does not align with the research objectives and benefits.

In the study on "Local Broadcast Production Management and Enforcement of P3SPS by Indosiar TV Ambon," various stages of data analysis were conducted. Firstly, researchers analysed local content through Indosiar TV broadcasts and reviewed media reports on P3SPS enforcement in Maluku or other regions. Secondly, field observations were conducted to gather as much data as possible to address the research problem formulation. Thirdly, the researcher systematically gathered information from relevant parties and associated documents related to the topic. Fourthly, data reduction was carried out by segregating or discarding irrelevant data and categorizing it for ease of analysis. Fifthly, data was presented in narrative form, diagrams, and inter-category relationships. Finally, conclusions were drawn based on valid and consistent data obtained in the field.

Validity of data in qualitative research is established through the use of data and informant triangulation. This technique involves the incorporation of external elements to verify and compare the data. Moleong (Adhani et al. n.d.) identifies four types of data triangulation that utilize sources, investigator methods, and theory for examination purposes. These techniques enhance the credibility and reliability of the data obtained in qualitative research.

Researchers frequently employ data triangulation to guarantee the accuracy and dependability of their data. In this study, subject and document triangulation were utilized, which entailed cross-referencing observational data with interview data and comparing interview findings with relevant documents. Once the researcher has achieved data saturation, meaning that the research subjects consistently addressed the research questions, they can conclude the data collection process and have assurance in the validity and reliability of the obtained data.

## RESULTS AND DISCUSSION

Television plays a crucial role in mass communication, reaching a wide audience across Indonesia. As stated by Dominick, as cited in Ardianto et al., mass communication fulfils several functions. Firstly, it serves as a means of surveillance, informing the audience about natural disasters, inflation, and ongoing events. Additionally, it provides instrumental surveillance by disseminating information that aids individuals in their daily lives. Secondly, mass communication involves interpretation, not only presenting facts and data but also providing an interpretation of important events. Thirdly, it fosters interest by bringing together diverse communities based on their interests and preferences. Fourthly, it contributes to the dissemination of values, influencing individual behaviours and group values through socialization. Lastly, television serves as a source of entertainment, offering light news that helps alleviate mental stress and refresh the minds of the audience (Ardianto et al., 2017).

The interviews conducted shed light on the fact that Indosiar, a well-known Indonesian TV station, does not prioritize local broadcasts or content in specific regions. This is evident from the statement made by a senior figure from Indosiar in Ambon, who clearly stated that local content is not a top concern for the station. The challenges faced by Indosiar in these areas can be attributed to two main factors: marketing and policy.

### *Marketing*

Indonesian TV channels like Indosiar focus on entertainment, with programs like dramas, talk shows, talent competitions, and sports being more popular than content reflecting local customs.

### *Policy*

Indosiar's limited focus on local content is influenced by central policy stakeholders. Despite interest in promoting local content in Ambon, the lack of decision-making autonomy hinders program implementation.

In conclusion, the observations indicate that Indosiar's prioritization of entertainment content and the restrictions imposed by policy stakeholders contribute to the station's minimal emphasis on local broadcasts and content in certain areas.

## CONCLUSION AND RECOMMENDATION

This study highlights the limitations of SP3SS for private television in Indonesia. It suggests that private television stations should prioritize marketing efforts for higher profits. SP3SS, overseen by KPI, aims to regulate television content but lacks educational value. However, its implementation has been criticized for its negative impact on the industry. It is recommended that SP3SS be applied more appropriately to local television stations, which focus on the local community's culture. Therefore, there is a need for increased knowledge among national and local media workers, including TV Indosiar Ambon, regarding the content distribution process and SP3SS regulations.

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