

Implementation Of Network Station Systems In iNews Network Main Station

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Abstract: This research aims to explain the broadcasting network system management of iNews through local content program broadcast. This research also reveals the type of program broadcast by every iNews fellow broadcasting network. The purpose of this study is to describe the application of Network Station System in iNews. This is a descriptive research with qualitative approach in order to explain in detail about application of Broadcasting Network System that occur in iNews. Data obtained from iNews is in accordance with the obligations set out in the Law of the Republic of Indonesia No. 32 of 2002 concerning Broadcasting, Regulation of the Minister of Communication and Information No.43 of 2009 concerning the Implementation of Broadcasting Through Network Station Systems by Private Broadcasting Services for Television Broadcasting Services, Government Regulation No.50 of 2005 concerning the Implementation of Broadcasting of Private Broadcasting Institutions, and the Indonesian Broadcasting Commission Regulation which discusses the Network Station System. In this study want to know in depth the process of implementing the Network Station System which is done by iNews television station as it is, and problems encountered in the implementation. In this study, iNews was the object of this research. After getting the information needed, the information is analyzed to get the results of the study. The results showed that iNews simply used the Network Station System to meet the local needs of at least 10% of the broadcast time per day. Despite many obstacles to implement the Broadcasting Network System, the conditions that have been granted by the Government to every Public Service Broadcasting in Indonesia is must be done. If the Broadcasting Network System can run in eligibly, then the local potential can be increased.

Index Terms: Implementation of Network Station System, iNews, Main Station, Network Station System

1 INTRODUCTION

THE current technological developments in the media industry in the era of modernization that are all digitalized make changes in life faster and more dynamic, especially in the economic, social and cultural fields. This also resulted in a change in people's mindsets that were increasingly critical about broadcasting a media program. The Network Station System as a direction in implementing broadcasting implementation policies basically must consider the development of broadcasting technology, trends in market demand, economic, social, cultural, and environmental conditions, and the most important thing is ensuring the community to obtain information. On the page of the Ministry of Communication and Information of the Republic of Indonesia, on September 28, 2009 it was stated that this system was implemented in stages by the latest on December 28, 2009. However, until now the implementation still did not work as it should, which means the rights of the people as audiences have not fulfilled. Previous research conducted by [1] entitled Representation of State Official Distinction and Symbolic Power in Media with the results of research that the social relations between Dahlan Iskan and Tempo newspaper were based on symbolic capital as the former President Director of PLN and Minister of BUMN who showed that he was a high-ranking state official. With this relationship, Tempo newspaper representing Dahlan's distinction acts as a symbol of media people who have succeeded in becoming state officials, and at the same time are able to be different from other political actors through unique, simple and populist actions, accompanied by symbolic capital. The difference with this research is that the research conducted by Nurul Islam talks about ownership of mass media, where the application of Network Station Systems is indeed related to diversity of ownership and diversity of content. Previous research was also carried out by [2] entitled Public Broadcasting Reform in the Transitional Society: The case of Indonesia. The results of his research show that the Public Broadcasting Institution (PBI) policy-making process during 1998-2002 was very strict where three actors: government, industry and civil society were involved. Formally, Broadcasting Law No. 32 Year 2002 recognizes PBI as an independent and public body. This was

followed by the introduction of public access to the supervisory bodies and parliamentary rights for the selection process and to oversee PBI operations for the public interest. However, there is no right policy to ensure sustainable PBI management. This is a result of the industry's capture of the law-making process. The purpose of this action is mainly to keep PBI as a minor broadcasting actor in the field and defend capitalist players who are domains. The difference with the current research is that Masduki's research explains public broadcasting reform from time to time, while this research is only specific about the application of the Network Station System (NSS) on iNews. Based on the background and focus of the research, the research question is: How is the application of the Network Station System (NSS) on iNews? The theory that is relevant to research on the application of the Network Station System is the theory of mass media accountability. There are 4 (four) media accountability frameworks that need to be considered by the managers of mass media, namely: (1) "the frame of law and regulation", (2) "the frame of market", (3) "the frame of public responsibility", and (4) "the frame of professional responsibility". The accountability framework is a frame of reference where expectations about behavior and responsibility arise, demands are raised, and how the demands are handled. The legal and regulatory framework refers to all public policies, laws and regulations that affect the structure and operation of the media [3]. The goal is that the news broadcast by the media should not harm the interests of individuals and society. For this reason, it is important to have a Network Station System (NSS) so that the audience does not feel aggrieved with information that is not in accordance with their needs and desires. Local content delivery will provide information about the conditions in each area where the network member station is located, so that the audience does not only receive programs from the main station relay.

2 RESEARCH METHODOLOGY

This research uses a qualitative research approach that includes detailed descriptions of the application of the Network Station System (NSS) on the iNews television station. The data obtained in this research were obtained from primary data

with semi-structured interviews and secondary data obtained were from Government regulations or provisions that discussed the Network Station System in Indonesia. Then, the data is processed with a coding process that is divided into three, namely open coding, axial coding, and selective coding. Finally, the data was tested by the data validity technique of source triangulation and method triangulation.

3 RESULT AND DISCUSSION

3.1 Productive Showtime

From the data of fifteen stations on the iNews network, it can be seen that the iNews network member stations in Medan, Semarang, Mamuju, Kaltim TV, Magelang, Pontianak, Aceh, Padang, Lampung, Palembang, Kupang, and Kendari broadcast their local content from Monday to Friday at 14.30 WIB - 16.25 WIB where the duration is 115 minutes. Gorontalo on Monday-Friday at 14.30 WIB-16.20 WIB which is 110 minutes. However, iNews Makassar is only Monday-Thursday which is 115 minutes long, and 90 minutes for Friday. iNews Surabaya itself has the longest running content of local content on Monday-Friday among the fifteen network member stations described earlier, 137 minutes. There are differences in broadcast time for local content broadcast programs for Saturdays and Sundays. Station network members in Medan, Pontianak, Aceh, Surabaya, Lampung, Palembang, Kupang and Kendari on Saturday and Sunday display local content for 45 minutes. Kaltim TV, Magelang, and Padang for 50 minutes, while Semarang aired for 30 minutes. Then, iNews Makassar on Saturday aired 45 minutes of local content, and Mamuju and Gorontalo for 55 minutes. Then, on Sunday iNews Gorontalo and Mamuju broadcast local content for 45 minutes, while Makassar only for 25 minutes. iNews still displays its local content in productive broadcast hours which are between 05.00 WIB - 22.00 WIB. Provisions for productive broadcast time are mentioned in the 2016 KPI Regulations.

3.2 Analysis through Local Content Programs

Based on the analysis carried out from the local content program in fifteen stations of the iNews network, it can be concluded that the news program is indeed a mainstay program for iNews to be broadcast to the audience. However, there are other programs that are also produced by iNews, namely tourism, music, and talk show program.

TABLE 1

Type of Local Content Program iNews Network Member Station

Network Member Station	News Program	Tourism Program	Music Program	Cultural Program	Religious Program	Talkshow Program
iNews Medan	✓					
iNews Makassar	✓					✓
iNews Semarang		✓		✓		✓
iNews Gorontalo	✓		✓		✓	
iNews Mamuju	✓	✓	✓			
Kaltim TV	✓	✓			✓	
iNews Magelang			✓			
iNews Pontianak	✓		✓			✓
iNews Aceh	✓	✓	✓	✓	✓	
iNews Padang	✓	✓	✓		✓	
iNews Surabaya	✓	✓	✓		✓	✓
iNews Lampung	✓					✓
iNews Palembang	✓	✓			✓	✓
iNews Kupang	✓	✓			✓	✓
iNews Kendari	✓		✓			✓

3.3 Relationship between Main Station and Network Members

According to the provisions of the Law of the Republic of Indonesia No. 32 Year 2002 concerning Broadcasting, Government Regulation, Minister of Communication and Information Technology (Menkominfo) Regulation, and Indonesian Broadcasting Commission (KPI) Regulation, iNews is one of the networked television stations in Indonesia that recognizes itself as the largest because it has around sixty or exactly fifty nine member network stations spread across various regions in Indonesia, stating that iNews has fulfilled the requirement given. The requirement given is, required to display local programs with local content as much as 10% of the show time per day. In conclusion, a company is not permitted to have more than one company in one province. iNews creates a network station so that it can broadcast its programs throughout the region in Indonesia. In addition, by joining as a television station, iNews network can help the growth and development of local television stations in areas experiencing financial constraints and inadequate quality and human resources. Ownership in the second company the number of shares held may not be 100% (one hundred percent) but must fall only to 49% (forty nine percent) and decrease for the next ownership. The broadcasting system in Indonesia is also divided into two different institutions, namely local broadcasters and network broadcasters. The Network Broadcasting Institution consists of network main stations and network member stations spread across various regions.

3.4 Broadcast Pattern

The broadcast pattern needs to be arranged and designed as well as possible because the programs that will be aired will later determine the success of a TV station in attracting audience interest. If the interest of the audience has been obtained, then it will affect the company's income and the sustainability of the company Program becomes very important in the operational of a television. The benefits to be obtained by the company are determined by programs that can attract the interest of the audience. If there are a large number of viewers, the program rating will automatically be high. If so, there will be many clients who want to advertise their products in the program. From there, the company will get profits and costs for the future production of the program. Behind the interesting programs there is a programming team that arranges the broadcast schedule to be shown to the audience. Network Station System is actually something new in the field of broadcasting. In contrast to the previous new order period, where each television station could broadcast the program simply by having a transmitter tower at certain points to be able to reach the audience. However, after the enactment of the Broadcasting Law which required television stations to implement a Network Station System (NSS). At each station network members must display programs with local content of 10% (one percent) per day produced by local stations.

3.5 Evaluation of the Fulfillment of Commitments for Organizing Broadcasting of iNews Broadcasting Institutions 2017

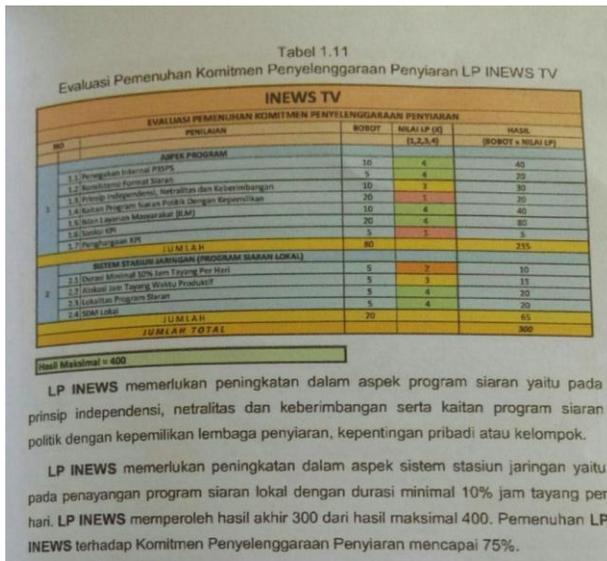


Fig. 1. Evaluation of iNews Broadcasting Institutions 2017 by KPI

Discussion

Calculation of 10% of broadcast time per day where 30% of 10% of showtime per day must be aired during productive hours according to the provisions of KPI Regulation No. 1 Year 2016, namely at 05.00-22.00. If the program broadcasts with local content are not in accordance with the provisions of the existing regulations, the Broadcasting Institution will only be given a minimum value from the results of the evaluation conducted. In Figure 1, it can be seen that in broadcasting local content broadcast programs with a minimum duration of 10% of broadcast time per day, iNews Broadcasting Institution obtained final results of 300 from the maximum value of 400. The fulfillment of iNews Broadcasting Institution reaches 75% of the Broadcast Commitment.

3.6 Member Network Resource Station

Not only broadcasting local programs with local content, the purposes of establishing rules for networked television stations are so that employment in the regions is also available, and the potential of the community can develop. iNews as a network television empowers local communities and local potential to develop and grow for the benefit of each region in each station member of the iNews network. Each network member station has its own production team, studio and equipment and the highest leader or holder is the Head of Bureau. Each network member station must have its own studio, production equipment and human resources to fulfill their obligations in displaying local content of at least 10% (ten percent) of broadcast time per day. Therefore, the community is able to see and know the news information or events that are happening or have just happened in the area.

3.7 Obstacles in Applying Network Station System

There are several obstacles faced by network television stations in running a Network Station System (NSS). This obstacle prevents local stations from developing and

broadcasting local content programs. Operational costs or production costs are the main obstacles in running a Network Station System. The centralization that occurs in Indonesia is actually not a problem that is only faced by the broadcast industry. Clients who want to rent hours of advertising in programs broadcast by television stations still prefer national programs. Programs that are aired nationally are considered more efficient in attracting buyers' interest than having to put advertisements on local content programs in the area.

3.8 Penalties for Network Station System Violations

Regulations are made of course with good intentions. After the regulation is set, each person or institution concerned has an obligation to carry it out. The Indonesian Broadcasting Commission said that there were already appropriate penalties for network television stations that did not implement the existing regulations. Penalties given for the initial stage are administrative penalties in the form of a warning to the relevant Broadcasting Institution. Revocation of licenses and / or not being granted an extension of broadcast licenses may be given if the television station is considered to violate existing provisions.

4 CONCLUSION

The conclusion of the research entitled "Implementation of Network Station Systems on iNews" is as follows: (1) From the results of the research conducted, it can be concluded that iNews as a networked TV has reached almost every corner of the region in Indonesia; (2) According to evaluation data for the 2016-2017 period of the Indonesian Broadcasting Commission, until now iNews has sufficiently fulfilled its obligations as a networked television station. Although local programs with local content are still less varied and appear to be more focused on news programs; (3) iNews broadcasts local content during productive hours, which is between 05.00 WIB - 22.00 WIB according to KPI Regulation No.1 Year 2016, and produces local content using local HR; and (4) Networked TV actually has a purpose to advance existing local potential in order to advance the area where network member stations are located.

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