

The Implementation Of Network Broadcast System In Indonesia's Private Television In Realizing Diversity Principle

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Abstract: The Indonesian Broadcasting Law of 2002 regulates broadcasters to establish network broadcast stations, after previously conducting centralized broadcasting. This law intends to apply the principle of diversity to fulfill the community's right to the presence of broadcasters. The alteration to this regulation cannot be easily implemented by private broadcasters, especially television. Therefore, this paper questions is how the implementation of the Network Broadcast System in private television broadcasting in Indonesia after the enacted of Broadcasting Law. This study uses a qualitative approach by utilizing available data and conducting interviews with academics. The results show that private television broadcasters have not fully carried out networked broadcasting as regulated by law. Weak sanctions and lack of local resources are one reason for the implementation of these provisions.

Index Terms: Broadcasting Law, Network Broadcast System, Principle of diversity, Private Television Broadcasting.

1 INTRODUCTION

The enactment of Indonesia's Broadcasting Law (Law No. 32/2002) supported the growth of private television broadcasting in Indonesia. It brought the entry of capital investment for broadcasting industries with the main agenda of profit maximization and lead to the concentration of television ownership [1]. Indonesia is the largest archipelago in the world, which stretches along 40,070 km of the equator [2] and the world's most diverse nations [3]. As its motto unity in diversity, Indonesia consists of multiethnics and multilingual society [4], with about 1000 ethnic and sub-ethnic groups [5]. Therefore, Indonesia's broadcasting law shall accommodate the diversity of communities, including the diversity of broadcasting ownership. One way to apply the principle of diversity is by implementing a network broadcast system. This system is prohibited the television station broadcasting nationally. If they want to have a broad-base broadcasting network, they must build a network with local television stations. This regulation aims to provide a decentralized broadcast system. This system makes the television programs which are transmitted from the parent station in Jakarta can be received in other provinces outside Jakarta only by networking with local stations [6]. It is not easy to implement this network broadcast system. The Difficulty of this implementation of this system is because the previous Broadcasting Law determined that private broadcasting institutions must move to Jakarta, set up a station that will broadcast nationally and build relay stations in the other regions. But then the new Broadcasting Law, Law No. 32 of 2002, requires that private television institution broadcast re-network [7]. The provision that previously forced television stations to have their head office in Jakarta caused television broadcasting to become centralized. This centralization has an impact on many aspects, whether economic inequality, the problem of diversity, and the loss of the potential of television as a public sphere to support democracy [8].

Recently Indonesia has 14 private television networks. These television stations previously had a broad-base broadcasting network [9], therefore often referred to as national private television. With the broad-based network of broadcasts owned by private television institutions, the next problem occurs is media industry monopoly and oligopoly. Commercialization of the media industry has an impact on the low-quality television programs and the involvement of media owners with political activities. [10], [11] Therefore the problem in this paper is how the implementation of the Network Broadcast System in Indonesia's private television broadcasting after the enactment of the provisions? This research was conducted using a qualitative approach. The primary data were from interview data from academics and government officials. Secondary data were from regulatory data and available research data.

2 LITERATURE REVIEW

2.1 Principle of Diversity

The diversity principle is one of the main principles in the Broadcasting Law. This principle consists of the diversity of ownership and diversity of content [12]. The importance of regulating this principle is because the frequency used by television stations is a limited number of public properties. The content broadcast by television must be able to give benefit to the public, especially for the interests of the diversity of Indonesian people. The Scarcity Rationale Principle explains that frequency is a limited public domain [13]. Therefore, frequency allocations should be distributed fairly to any business actors who want to conduct television broadcasting. This frequency should not only be controlled and owned by limited individuals or business entities [14]. Diversity of ownership means that in the business of television broadcast, broadcasting monopolies and oligopolies can be prevented. This principle is not only to avoid the concentration of capital ownership in broadcasting institutions but also directed to encourage capital involvement from the community in Indonesia [15]. One way is that every Indonesian community can have access to be able to have a share in broadcasters. In the Broadcasting Law, it is determined that "Concentration of ownership and control of Private Broadcasting Television broadcasting services by 1 (one) person or 1 (one) legal entity,

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both in one broadcasting area and in several broadcasting regions, in all regions of Indonesia is limited through limited ownership of shares, both national and foreign". In terms of kind of ownership, this law distinguishes several types of broadcasting institutions, including 1) Public Broadcasting Institutions that are non-commercial and are established and owned by the state; 2) Private Broadcasting Institutions, as a commercial; 3) Community Broadcasting Institutions, non-commercial, limited broadcast coverage with low transmit power; 4) Subscription Broadcasting Institutions, are commercial and are only for subscription. The principle of diversity of content will influence the diversity of ownership. If ownership varies, then so is the contents of the broadcast. This principle guarantees that the diversity of content will support the heterogeneous and pluralistic of Indonesian culture. That is, various cultures, ethnicities, religions, races, and communities have the same rights, positions, and opportunities in the existence of broadcasting [15].

2.2 Network Broadcast System

Article 6 and 34 Broadcasting Law stated that Indonesia's broadcasting is carried out in the national broadcasting system, with fair and integrated network patterns by building network stations and local stations. Only public broadcasting institutions are allowed to carry out broadcasting by reaching all regions of the country, while private broadcasters have a network station system with limited area coverage. Government Regulation Number 50/2005 Article 36 states that Private Broadcasting Television broadcasting services can organize broadcasts through a network station system with limited area coverage. Article 70 states that television stations must relinquish their ownership of the relay station. That is, if the Private Broadcasting Institution wants to broadcast nationally, then they must be affiliated or build local television. Regulation of the Minister of Communication and Information Technology Number 43/PER/ M/KOMINFO/10/2009 stipulates that private broadcasters must be carried out in networked if they want to have wider broadcast coverage. These networked stations are carried out with the concept of master stations and member stations. Article 34 Broadcasting Law stated that The Network Station System is a concept in which there is a collaboration between a television station as the main network that acts as a network coordinator with several other television stations as network members. Each television station network member must produce and broadcast at least 10 percent local content, with local people and issues. With this system, communities will benefit from local content and wisdom and will also promote cultural heritage, rather than just consuming content that is mostly about Jakarta. Therefore, the presence of television will have proximity to their local audience. In the United States, broadcasting institutions are regulated by a state agency called the Federal Communications Commission (FCC), together with the United States Congress passed a 1996 Act, the Telecommunications Act of 1996 [16]. To limit the number of broadcast stations – radio and TV – an entity can own, as well as limits on the common ownership of broadcast stations and newspapers, in the new FCC reviews on media ownership rules, FCC stipulates that The National TV Ownership rule does not limit the number of TV stations a single entity may own nationwide so long as the station group collectively reaches no more than 39 percent of all U.S. TV households [17]. Also, FCC prohibit a merger between any two of these networks: ABC, CBS, Fox, and NBC [17].

3 DISCUSSION

Broadcasting Law paves the way for the democratization of broadcasting, which will make television and radio in Indonesia as a public sphere, a means of growing diversity, an effective means of social control, which is no longer controlled by only a handful of capital owners and the government [18]. The implementation of community rights to the existence of broadcasting institutions is realized by regulating the obligation of private broadcasting institutions to develop a networked broadcasting system. It will make them no longer centralized in Jakarta. Since the frequency is public domain and limited natural resource, according to the Indonesian constitution must be controlled by the state and used for the greatest prosperity of the people. This frequency is state sovereignty but is open to commercialization, so the state's role in controlling frequency usage is needed to avoid global monopoly. [11]. The increasing number of television broadcasting institutions has caused many broadcasters to compete for frequency. The unavailability of frequency allocations prevents local television station business operators from entering the television broadcasting industry market to operate their television stations [19]. An example case is faced by Spacetoon, one of the local television stations in Jakarta. Spacetoon must stop operating because the frequency channel 27 it uses, will be used by the government for the transition from analog to digital. While of the 14 frequency channels available in Jakarta, ten of which have been controlled by national private television stations, the rest are filled by three local television stations namely Spacetoon, O Channel dan Jak TV [19]. This system must be carried out by private broadcasting institutions if they still want to broadcast with national coverage by establishing local or networked television. The coverage area of the network station system is limited to a maximum of 75% (seventy-five percent) of the total number of provinces in Indonesia. Parent stations are required to have an affiliated station or by setting up local stations so that the program can be broadcast to various regions by relay. The limitation on coverage of this broadcast area needs to be determined because the broadcast area that has been covered by national private television stations have not provided benefits for the local community, and even has caused obstacles to the development and growth of local television stations [20]. Government Regulation Number 50/2005 stipulates that networked television stations must produce local programming. The duration of the programs from the parent station relayed through the network broadcast system is limited to 90% per day. The local television stations that are members of a network must have a broadcast program that is produced locally by as much as 10%. Unfortunately, this rule has very weak sanctions, only administrative penalties in the form of a written warning. Research results of the survey about the implementation of the Broadcast Network System conducted by Saiful Mujani Research & Consulting (SMRC), period May-June 2015 in 3 Cities in Indonesia (Semarang, Palembang, and Bandung) showed this provision has not been effective [21]. There are only 9 local stations out of 10 registered stations in Semarang, and only 6 local stations found out of 10 registered stations in Palembang. Fom 11 local television stations in Bandung, 45% are only rely stations. Only Bandung has local content programs produced by the local Production House. In Palembang, all local programs are produced by the parent

station. As well as advertising, all local stations in Semarang, Bandung, and Palembang do not have local advertisements. It means that all ads that broadcast in the local stations came from parent station. All the operational costs for local television stations are from parent stations. It is very problematic for the local stations since the operating cost in every region for broadcasting need more than 1,5 billion rupiahs monthly. According to the Indonesian Broadcasting Commission (KPI) [22], to avoid the sanction, some local stations trick the commissioners by turning the cleaning service staff into cameramen when the commissioners did an inspection. Not all local stations produce their local programs. The local programs produced by local stations are only in the form of news, features/documentaries, entertainment, and religion. However, most of the local programs broadcast from 24.00 to 05.00 and no one broadcasts during prime time. However, this Network Broadcast System is still important to be realized. Since there will be some negative impacts if this system is not realized [23]. From an economic perspective, the centralized system will only benefit for the parent station in Jakarta, because the advertising transaction is only centralized in Jakarta. This situation will not encourage the local economic industries and support employment opportunities. There will be no local hosts, soap operas, local production houses, and advertising agencies. From a political perspective, the presence of television broadcasting will provide political information to the audience about what is happening around them. In terms of social culture, the content in television programs mostly filled with Jakarta's culture. As a result, the local culture will be formed like Jakarta [23]. The programs that are put forward by parent television stations are popular programs without regard to the benefits for the local audience. Commercial television does not prioritize diversity of content because they only need to reach the market. The success of commercial television is measured by how much profit they have made. [24] It is hoped that the Network Broadcast System will not only provide benefits to the parent network and local broadcasting stations, but the network system will provide several benefits to various parties such as broadcast stations, event managers, advertisers, and audiences. The advantages of network systems are 1) Broadcast Program Quality, on the spot coverage; 2) Advertisers, the number of more successful audiences; 3) Efficiency of Local Broadcasting Stations, cooperation in filling in broadcast programs [25].

4 CONCLUSIONS

The Broadcasting Law has determined to change the broadcast system that was previously centralistic to decentralized by establishing a Network Broadcast System. This system is stipulated to implement the principle of diversity. This system is limiting private television broadcasting institutions to have broadcast coverage covering the entire territory of Indonesia to prevent monopolies. However, this regulation is quite difficult to be realized immediately, because of the weak sanctions and lack of willingness of private television institution to implement. Moreover, the lack of resources from local television stations to establish the local private television institution as regulated also becomes an obstacle for the implementation of the Network Broadcast System in Indonesia.

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