

Licensing Supervision by the Regional Indonesian Broadcasting Commission (KPID) of Banten Province For Local Private TVs

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Abstract. Broadcasting licensing is a regulation of broadcasting and a decision stage of the state to provide an evaluation whether a broadcasting agency is eligible to be granted or eligible to continue the lease rights on frequency. The Regional Indonesian Broadcasting Commission (KPID) is an independent state institution in Indonesia established in each province serving as a regulator of broadcasting in every province in Indonesia. The license of Broadcasting is the right granted by KPID to broadcasters to conduct broadcasting. The results of the study said that in the level of requirements that must be met by local private television broadcasters to obtain IPP, KPID has performed its duties optimally. KPID is always proactive towards local private television broadcasting institutions especially in guiding to complete the necessary requirements so that local TV in Banten can meet the requirements required to manage IPP. However, in the implementation of its role related to the phases of acquisition of IPP, KPID has not played an optimal role in performing its duties and functions. This is because in broadcasting there is still a violation by local private TV in broadcasting concerning the content of broadcasting. In addition, in taking the policy, KPID is still intervened by the local government in the form of broadcast television broadcasting that is in accordance with local government requests.

Keywords: KPID, Licensing, Broadcasting Operating License

1 Introduction

The Program of Settlement and Broadcast Program Standards is designed based on the mandate of the Law of the Republic of Indonesia Number 32/2002 on Broadcasting of the Indonesian Broadcasting Commission (Komisi Penyiaran Indonesia). Article 8 of the Indonesian Broadcasting Act has the authority to make the Standards of the Program of Inquiry and Monitoring, Program Broadcasting and Standards Program Standards Code of Ethics and Standards that have been developed by the professional community in the world of broadcasting and mass media in Indonesia. It is based on the Code of Ethics of Indonesian Journalists, Professional Standards of Radio Broadcasting, various laws and regulations applicable in Indonesia: Criminal Code, Press Law and Film Law.

The information has become a basic necessity for the community and has become an important commodity in the life of society, nation, and state. TVRI (Televisi Republik

Indonesia) is the first TV station to air in Indonesia. The first broadcast on August 17, 1962, TVRI became one of the ambitious projects of Sukarno who at that time wanted the country not to be called backward and outdated, and TVRI was projected to welcome the implementation of Asian Games IV which is the first sporting event held Indonesia. Then, in the decade of the 1990s appeared a private television that spearheaded RCTI. Then TPI, SCTV, ANTV and Indosiar. These stations are basically one of the business development of the Soeharto family, which in terms of business is mastering the business space in Indonesia. In the development of television-television, especially existing private television, geographically centralized in the capital Jakarta, among others RCTI, TPI, SCTV, ANTV, Indosiar, Trans TV, TV 7, Lativi, Global TV and Metro TV. All have national broadcasting rights. The position of Jakarta as the center of national television becomes a separate phenomenon for the quality of television itself, as in the emergence of cultural broadcasting and broadcast program. After the national private television, which is quite interesting is the emergence of local television. Local TV was born with the passion of existing regional autonomy.

The spirit to become a local media that facilitates the local community, in terms of information or entertainment as if a jargon that positioned local TV as a bright prospect for the progress of the media world in Indonesia. In the Jakarta area appears Jak-TV, O-Chanel and Space-Toon. In Bandung, colored with the birth of Bandung TV, S-TV, TV Padjajaran, CT Chanel. Then in other areas such as Jogja TV (Yogyakarta), Bali TV (Denpasar), Pro TV (Semarang), J-TV (Surabaya) as Jawa Pos products.

Banten Province itself there are four local television, namely Radar TV, Tegar TV, Krakatau TV, and Siger TV. Local television has started broadcast coverage was quite extensive. In the world of broadcasting especially television broadcasting needs the supervision of an institution. Supervision of broadcasting institutions is very important, especially monitoring on broadcasting permit because currently there are several broadcasting institutions, especially television that has broadcast but has no broadcasting permit. With the supervision of the broadcasting institutions. Specifically, television that does not have broadcast permit can be disciplined.

The Indonesian Broadcasting Commission is an independent state institution regulating broadcasting matters in the center and in areas whose duties and authorities are regulated in Law Number 32 Year 2002, as a form of public participation in broadcasting. In performing its functions, duties, authorities and obligations, the Central KPI is supervised by the House of Representatives of the Republic of Indonesia, and the Regional KPI is overseen by the Provincial House of Representatives. KPI has duties and obligations: (a) to guarantee the public to obtain proper and proper information; (b) in accordance with human rights; (c) assist in the arrangement of broadcasting infrastructure; (d) participate in developing a healthy competitive climate among broadcasters; (e) related industries; (f) maintaining a fair, equitable, and balanced national information order; (g) collecting, researching, and following up on complaints, rebuttals, and criticisms; (h) the public's appreciation of broadcasting; (i) developing human resource development plans that guarantee; (j) professionalism in broadcasting.

Broadcasting Law No. 32 of 2002 is the main basis for the establishment of the Indonesian Broadcasting Commission. The spirit is that the management of the broadcast system which is the public domain must be managed by an independent body free from the intervention of the investors and the interests of power. In contrast to the spirit in the previous broadcasting Act, namely Law no. 24 of 1997 Chapter 7 which reads "Broadcasting is controlled by a state whose guidance and control is exercised by the government", indicating that broadcasting at

that time was part of an instrument of power used solely for the interests of the government. Since the enactment of Law no. 32 In 2002 there was a fundamental change in the management of broadcasting system in Indonesia, which in essence is the spirit to protect the rights of the community more evenly. The most fundamental change is the existence of a limited transfer of authority from broadcasting management that has been the exclusive right of the government to an independent regulatory body called the Indonesian Broadcasting Commission (KPI).

The theory used in research writing this article is using Talcott Parsons theory about Functionalism. Parsons criticizes Utilitarianism which holds that individuals as atomistic actors, tend to apply rationally, and bring up constructivist ideas in social integration. Parsons is more concerned with individual behavior in social integration. Parsons is more concerned with individual behavior in the organization of social systems until the birth of social action theory or Social Action. The individual positions in the social system always have their own status and roles [1].

In the social system, individuals occupy a place (status) and act according to norms or rules made by the existing system. Within each society, in the view of structural functionalism, there are always certain basic aims and principles. The value system is not only a source that leads to the development of social integration, but also the element that stabilizes the social culture itself [2]. Major Functions of Mass Media for the Community The previously mentioned reference framework points to several possibilities concerning the inherent function of the media in performing its role as a mediation channel. Functionalism approach is generally believed to be very useful to see the interconnection between mass media with other institutions in society including government, political party, and family. Lasswell [3], communication expert and law professor at Yale notes that there are three functions of mass media: environmental observation, the correlation of parts within society to respond to the environment, and the delivery of community heritage from one generation to the next.

From the above theoretical view, the authors use the theory of Talcott Parsons on Functionalism to create Problem Formulation in writing this research. The questions in this writing formulation are as follows: (a) What is the role of KPID in overseeing the requirements that local private television broadcasting institutions must meet to obtain IPP? (b) What is the role of KPID in overseeing the stages that local private television broadcasting institutions must pass through in obtaining IPP? Furthermore, the author will discuss some reviews about the role of KPID, Media that has menggurita become Media Industry, function and authority of KPID in Banten Province below.

2 Method

In this study using Qualitative methodology with descriptive descriptions. This type of descriptive research is designed to collect information about current real conditions (while in progress). The main purpose in using this method is to describe the nature of a situation that is temporarily running at the time of the study Faisal [4], and also to examine the causes of a particular phenomenon Sevilla, [5]. Meanwhile, according to Whitney in Nazir [6], and Kountur [7], descriptive research method is a fact finding with appropriate interpretation. Descriptive research according to Miles & Huberman [8], studying problems in society, as well as the prevailing procedures in society and particular situations, including relationships, activities, attitudes, views, and processes ongoing and the effects of a phenomenon. Descriptive research has characteristics: (a) Relating to the current situation; (b) Describing

only one variable or several variables but described one by one; (c) The variables studied were not manipulated or no treatment [5], [7].

Research Methods, methods used in this study research methods with a qualitative approach. According to Miles and Huberman [8] states that one of the research procedures produced descriptive data in the form of speech or writing and the behavior of people who observed. Through qualitative research, researchers can recognize subjects and experience what they experience in everyday life, Strauss and Corbin [9].

This study is a study that examines the "Role of Indonesian Broadcasting Commission of Banten Province Region in Overseeing License of Broadcasting Implementation at Private Television Broadcasting Institution in Banten Province" is a form of research that aims to describe or describe in detail about certain phenomena so that it can be drawn a conclusion and is also a way of describing a particular situation or population that is factually and systematically factual. In other words, the purpose of descriptive research is to describe a set of current events or population conditions.

3 Result and Discussion

The research results are described by the authors as follows First: KPID is an independent state institution in Indonesia established in every province functioning as a regulator of broadcasting in every province in Indonesia, (Abdulsyani, 1994). The legal basis for its establishment is the Law of the Republic of Indonesia Number 32 Year 2002 on Broadcasting. KPID has duties and obligations: (a) Ensures the public to obtain information in various communication messages for the community, Kusnadi [10], that are appropriate and true in accordance with human rights; (b) assist in regulating the infrastructure of the broadcasting field; (c) Join to build a healthy competitive climate among broadcasters and related industries; (d) Maintain a fair, equitable, and balanced national information order; (e) Collecting, researching, and following up on complaints, rebutts, and public criticism and appreciation of broadcasting, especially as social change or change agent Lawer [11], develop human resource development plans that ensure professionalism in the broadcasting field. Second; Licensing is the main node of the broadcasting arrangement. In a series of broadcasting regulatory process stages, licensing becomes the decision stage of the state (through KPI) to provide an evaluation (evaluation) whether a broadcasting agency is eligible to be granted or eligible to continue lease rights over the frequency. The Broadcasting Broadcasting Permit is a right granted by KPI to broadcasters to organize broadcasting within the framework of intellectual life in mass communication science or media, Tankard, J.W., and Severin, (2001). Local private television broadcasting permit, the procedure is the same as other broadcasters. Third; research results there is a problem that is where local television broadcasters in Banten have been doing broadcast before pocketing permit broadcasting. In terms of the rule of law should local television should not broadcast before there is IPP. It violates the rules of the Broadcasting Act article 33 paragraph (1) and may be subject to criminal sanctions or penalties. But in reality the local television in Banten has been broadcasting. This is caused by several things such as local television in Banten had stood before the KPID Banten formed in 2008. After conducting interviews with Chairman of KPID Banten Ade Mujaremi, it is known that there are several reasons why local television can broadcast that is local television to apply to minister. Then the local private television applied to the central KPI, when it has not entered the EDP. After EDP, the recommendations come out and can be tested broadcast. After the EDP the new KPID is formed. In addition to get the IPP time can be up to 5 years. Local television has also prepared human resources and

infrastructure so that even though broadcasting permits are still in process, KPID gives policy to local private television for broadcasting.

Fourth, the results of the researchers' interviews with the informants, the researchers found reason enough important why local television can broadcast before bagging broadcasting permit. In this case there are political and economic elements that cause local television to broadcast. The political element that can be stated is the existence of intervention from governor against KPID. Fifth; in this case KPID was impressed not able to perform its duties and authority maximally, while KPID is an independent institution that should in taking policy not intervened by any party. While from the economic point of view that local governments feel that if local television is not given permission to broadcast, then one of the assets in Banten Province will be reduced. Because in reality there are several local television stations already broadcast and advertise before obtaining a broadcasting license. Judging from the functional structural theory, in this case the role of KPID has not been able to function optimally. This is not in harmony with the functional structural theory which states that society and social institutions as a system whose whole parts are interdependent and work together to create equilibrium. According to this theory, society as a system has a structure consisting of many institutions, and each institution has its own function. In this research which is the system is KPID, society, and government institution. Sixth; Functional structural theory is a theory that describes institutionalized activities in relation to the "needs" of society (Merton, 1957 in McQuail, 1996: 67). Society is seen as a system consisting of several interrelated parts or subsystems. One such subsystem is media. Media is expected to ensure a more constructive mass com mass massiveness, McQuail, D, (1987). And integration, order, and ability to respond to new possibilities based on real reality.

4 Conclusion

The conclusion of this writing is the Regional Information Broadcasting Commission (KPID) has not played an optimal role in overseeing the implementation of broadcasting rules and guidelines as well as the standards of broadcast programs on local private television in Banten as it is still intervened by the local government, at the level of overseeing the stages that must be passed through local private television in the process of broadcasting permit, KPID has not been able to perform its duties optimally. KPID does not impose sanctions on local private television in Banten that has broadcasted before obtaining IPP, at the level of conditions to be met by local private television broadcasters to obtain IPP, KPID has performed its duties optimally. KPID is always proactive towards local private television broadcasting institutions so that local television in Banten can complete all necessary requirements and can proceed to the next process of obtaining IPP.

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