Sovereignty in Content Program: Indonesia Television Case

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Communication sovereignty was declared in 2014 national conference of Indonesia scholar association at Lombok. The idea to create the sovereignty is due to the expanding of global media in Indonesia. The impact of it is the significant increase of foreign content and setting of the program. To capture and prove the phenomenon, this study conducted content analysis for 10 private television industries. By using availability based approach and focus group discussion on (1) title of the program; (2) type of program; (3) duration of program; and (4) substance of content program, this study found that most of the programs contained foreign elements. Private television stations have not supported communication sovereignty in terms of the content program.

Keywords: Communication Sovereignty, Content Analysis, Program Television.

1. INTRODUCTION
One of the important point on 2014 Lombok declaration of Indonesian communication scholars association (ISKI) is to participate actively in creating communication sovereignty. The scholars aware that globalization and technology are fundamentally altering media practices, institutions, and content. In Indonesia case, the foreign offline and online media interfered the ownership, structure, human resource, technology, and content.

Unfortunately, the research focus that related to communication sovereignty was rarely. The 2015 national conference on communication conducted by ISKI presented six titles on the “upholding the communication sovereignty.” The articles bound in a book that consisted of (1) National media conglomeration: Typology, concentration, and market competition (Konglomerasi media nasional: Tipologi, konsentrasi, dan kompetisi pasar); (2) Women sovereignty via radio community: The struggle of alleviating violence case toward women (Kedaulatan perempuan melalui radio komunitas: Perjuangan mengentaskan kasus kekerasan terhadap perempuan); (3) The sovereignty on public spectrum electromagnetic based broadcast industry (Kedaulatan industri penyiaran berbasis frekuensi publik); (4) Cultural identity and mass communication theory: A challenge for media researchers (Identitas kultural dan teori komunikasi massa: Sebuah tantangan bagi peneliti media); (5) Reporter exploitation in mass multimedia convergence era (Eksploitasi wartawan di era konvergen multi media); and (6) Media prosumer sovereignty? A testing of the participant power shining on public issues in media convergence circle (Kedaulatan prosumen media? Menguji bersinaranya kekuatan partisipan atas isu-isu publik dalam lingkungan konvergen multi media). Specifically, the proposed communication sovereignty was still in simulation. One of the observed variable is domestic and foreign content which can be indicated by the number of program content.

For example, the domestic or local content program could be defined as the program that uses Bahasa Indonesia; the presenter and talents are from in-country; and the program is prepared and produces by Indonesia legal entity. Therefore, to clarify and emphasize the content variable about communication sovereignty, this study discussed the important element of program content in the broadcasting industry.

The numerous studies of television program content analysis have been conducted. However, the specific study on local and foreign content program, especially on sovereignty is still unavailable. Therefore, this study explored on how the weight of communication sovereignty on the content program of television as a part of the broadcasting industry.

2. CONTENT ANALYSIS BASED ON AVAILABILITY APPROACH
This study applied content analysis to the content program of television based on trend and pattern. At the same time, focus group discussion (FGD) was conducted to develop the categorization of the observed variable based on availability-based approach. The agreed of categorizations consisted of (1) title of the program; (2) type of program; (3) duration of the program; and (4) substance of the content program.
The title of the program was identified by the use of words or sentences either in
(1) Bahasa Indonesia or
(2) foreign language;
(3) the combination of words or sentences between Bahasa Indonesia and foreign language.

The use of local or ethnic language was the exception and excluded from the analysis since there is no agreement on it. In case of sovereignty, the ten score was given to the program that uses Bahasa Indonesia in its title or subtitle, while the zero score was given for the program that uses foreign language such as English, France, China, Arabic, India, Korea, Spanish, Portuguese, etc. The score of five was given for the combination of words or sentence between Bahasa Indonesia and any foreign language.

Type of program refers to the origin of production which consisted of
(1) in-house television production,
(2) in-house production outside of television industry, or
(3) imported production from the foreign country.

The zero score was given for any program that bought or imported from other countries, while the ten score for any program that is produced or created by Indonesian entities. The five score was given for any program that has been given Indonesia subtitle or any modified program that was added with dubbing system into Bahasa Indonesia.

Duration of the program was defined as the length of imported program that comes from the foreign country. The foreign program that had 20% of 24 hours (4.8 hours or 288 minutes) was given zero score. Meanwhile, the program that less than 4.8 hours (288 minutes) was scored with ten. It means there is no duration of the foreign program on 24 hours of running television program. The exception was done for any sport program which based on the rule of law number 32/1999.

The substance of content was observed from the use of language and setting of the content program. The zero score was given for any program that uses fully foreign language while the ten score was given for any program that uses fully Bahasa Indonesia. The zero score was also given for any program that had fully foreign setting including view, situation, and context of background (green screen). While the ten score was given for any program that had Indonesian view, situation or green screen background.

The television programs were selected for four weeks (one month) according to availability-based approach. The selection of days represented seven days from the second week of April to the third week of May 2016. The first day was assigned randomly followed the next second day of the second week, the third day of the third week, the fourth day of the fourth week. Then for the fifth and sixth days was selected randomly. The selection of sample was considered to avoid the special and long activity period conducted by television such as Ramadhan and Id Fitr 2016 program.

The coders were trained to get the similar understanding about variables, indicators, and process of scoring. Then, the coders were asked to practice several times to get a deeper understanding before giving the score. The results of practice and real coding were verified by supervisors to avoid mistake on coding, scoring, and inputting the data. The result of inter-coder reliability among coder was also checked by the supervisor. The agreement of inter-coder reliability was between 96% and 98%. The result of content analysis of television programs was discussed on FGD to enhance the finding. The combined result was presented integrative as a part of mixed method sequential approach.

3. RESULT AND DISCUSSION

This study found that ANTV has less title of the program in Bahasa Indonesia (43.0%) while Trans7 has more title of the program in Bahasa Indonesia (83.9%). ANTV has less title of the program in Bahasa Indonesia since the television showed and broadcasted the serial drama program with Indian and Turkish language such as Anandhi, Tapkhi, Gopi, Ashoka, Mohabbatein and Fatmagul. ANTV is the least of the television station that produced the program by its own (49.4%). While MetroTV is the most of the television station that produced its own program (99.4%). This finding is consistent with the result showed in Table I that indicated many its title of programs did not use Bahasa Indonesia.

As can be seen from Table I that ANTV reached more than 50% of its duration to broadcast foreign program. The regulation has limited the maximum of foreign program duration only 20% per day. Consequently, there were five television stations (ANTV, Global TV, MNC TV, RCTI, and Indosiar) broadcasting their foreign programs more than the maximum that allowed by regulation. In case of language use, Global TV is the most of the private television station that used Bahasa Indonesia in its programs (89%). The foreign program has been dubbed and used Indonesia subtitle. While, in case of setting use, Trans TV is the most of the private television station that used Indonesia setting (95%). Television programs of Trans TV such as talk show, travel, and culinary showed the background of Indonesia environment, view, life either in urban, rural, sea, or forest area.

Comparing mean of four aspects in communication sovereignty, Trans 7 had the highest score on communication sovereignty compared to nine private television stations. While ANTV got the lowest score of communication sovereignty. However, based on Indonesian broadcasting law about the percentage of the content program, only four private television stations that got the score above 80%. The four private television stations are Trans 7 (84.5%), Trans TV (83.0%), Metro TV (81.3%), and TV One (80.8%). This result showed that the majority of private television stations did not support communication sovereignty.

ANTV as a part of private television stations admitted that many of its programs come from the foreign country. The management of television stations said that it is a company policy.

Table I. Score of communication sovereignty based on title, setting, duration, and substance of program for 10 private television stations.

<table>
<thead>
<tr>
<th>Television</th>
<th>Title</th>
<th>Setting</th>
<th>Duration</th>
<th>Substance</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTV</td>
<td>43.0</td>
<td>49.4</td>
<td>42.3</td>
<td>86.5</td>
<td>55.8</td>
</tr>
<tr>
<td>Global TV</td>
<td>49.3</td>
<td>53.7</td>
<td>53.1</td>
<td>81.0</td>
<td>59.1</td>
</tr>
<tr>
<td>Indosiar</td>
<td>73.0</td>
<td>77.3</td>
<td>79.6</td>
<td>70.5</td>
<td>75.1</td>
</tr>
<tr>
<td>Metro TV</td>
<td>53.7</td>
<td>99.4</td>
<td>99.6</td>
<td>72.5</td>
<td>81.3</td>
</tr>
<tr>
<td>MNC TV</td>
<td>64.9</td>
<td>73.0</td>
<td>73.0</td>
<td>66.0</td>
<td>69.2</td>
</tr>
<tr>
<td>RCTI</td>
<td>68.8</td>
<td>78.5</td>
<td>77.4</td>
<td>67.5</td>
<td>73.0</td>
</tr>
<tr>
<td>SCTV</td>
<td>70.1</td>
<td>84.4</td>
<td>83.4</td>
<td>78.3</td>
<td>79.1</td>
</tr>
<tr>
<td>Trans 7</td>
<td>83.9</td>
<td>91.1</td>
<td>91.6</td>
<td>74.8</td>
<td>85.4</td>
</tr>
<tr>
<td>Trans TV</td>
<td>66.7</td>
<td>94.1</td>
<td>90.0</td>
<td>81.3</td>
<td>83.0</td>
</tr>
<tr>
<td>TV One</td>
<td>77.0</td>
<td>69.6</td>
<td>86.9</td>
<td>69.8</td>
<td>80.8</td>
</tr>
</tbody>
</table>
Since the television has broadcasted many entertainment program genre, the need of similar program should be fulfilled in term of high demand from audience and advertiser. Moreover, the foreign program has cheaper price than the price of the program that is produced by itself or it is bought from local house productions. At the same time, since the television had a high cost in production, the need for big capital might be solved by foreign investment.

Foreign program on private television station was assumed as a part of social climbing. By watching foreign program, the audience would have higher status than they watched local program. Local program television with local artist could give a routine, monotonous, and ennui feeling including boring to watch. Therefore, the television might consider to give alternative choice to broadcast foreign program.

In a case of private television that broadcasts news program such as Metro TV or TV One, the news content from foreign countries is important as a part of concerning toward international and global situations. Moreover, news from several countries could give a special emotion tension for the majority of Indonesia people including the special religion-based community. By buying or subscribing from news agency is cheaper than sending a reporter to do news coverage. At the same time, the presence of social media could give faster information about the update of the international situation.

Therefore, the dilemma between supporting communication sovereignty and high-cost production of television station with low consumption of audience may still in high debate. The government may regulate the content of the program to achieve higher sovereignty in communication. At the same time, television faces surviving the sustainability of their industries in the name of profit and audience. While audience only accepts the content program of television without having any chance to suggest the program based on its quality.

4. CONCLUSIONS

This study showed that broadcasting industry especially 10 private television stations in Indonesia have low participation in supporting communication sovereignty. The communication sovereignty in terms of the content program has been explored from the title, type, duration, and substance of program television. Although several television stations concerned about the communication sovereignty, the televisions still broadcasted many foreign programs. The foreign programs were considered because they have the lower price than local programs. This indicates the private television stations have never noticed the importance of idealism in developing content to educate nationalism of citizen. Further study should explore the idealism of developing content in terms of cost, efficiency, creativity, and technology aspect. At the same time, this study found that audience perspective has been not observed in term of communication sovereignty. Therefore, the further study should focus on the audience or public appreciation to support the idea of communication sovereignty.

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References and Notes


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