



The Role and Challenges of Indonesian Broadcasting Commission (KPI) in Facing the Digitalization Era of Broadcasting Media in Indonesia

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Abstract

This research discusses the role of the Indonesian Broadcasting Commission (KPI) in facing the challenges of digitization of broadcast media in Indonesia. KPI has the authority to make broadcast program standards and broadcasting code of conduct and supervise their implementation, including sanctioning violations. In the context of media digitization, KPI's role is crucial in ensuring that television shows do not only display the culture of consumerism, but also provide educational content that is beneficial to society. However, the implementation of digitalization does not come without obstacles. One of them is the readiness of the majority of television viewers who still use analog devices. In addition, there are technical obstacles such as broadcast interruptions and the need for special skills in operating digital devices. Nonetheless, digitization of broadcast media has many advantages, such as efficient use of frequencies and improved picture and sound quality. In facing these challenges, a joint effort is needed between KPI, broadcasters, and the public. KPI needs to continue developing appropriate regulations to support responsible and ethical digitization. In addition, broadcasters must improve their shows to not only follow the trend of consumerism, but also provide content that educates and benefits. Improving human resources in operating digital technology is also important. This research underscores the importance of KPI's role in guiding the transformation of broadcast media into the digital era, while still ensuring that the content presented is useful and in accordance with the values upheld by Indonesian society.

Keywords: KPI, broadcast media digitalization, media regulation, consumerism culture, information technology.

1. Introduction

The history of global broadcast media can be divided into two main parts: as a technological invention and as an industry. First of all, broadcast media as a technological invention began with the invention of radio by engineers in Europe and America (Briandana et al., 2020). Therefore, studying the history of global broadcast media, both as a technological invention and as an industry, is similar to studying the history of broadcasting in America.

Radio and television can be categorized as media that control space but not time, while print media controls time but not space. This means that a radio or television broadcast can be received anywhere within its transmission range (it controls space), but the broadcast cannot be viewed again (it does not control time). Broadcasting media, including radio and television, is one of the most efficient forms of mass media in reaching large audiences. Therefore, broadcast media has an important role in Communication Studies, especially in the study of mass communication. The ability of broadcast media to deliver messages to a wide audience makes it an important object of research in Communication Studies, apart from other fields of communication. Broadcast media is an organization that disseminates information which is a cultural product or message that influences or reflects the culture in society (Ritongan and Syahputra 2019; Akalili, 2020; Atmadja et al., 2021). Therefore, like politics or economics, mass media, especially broadcasting media, is a separate system that is part of a broader societal system.

The development of communication and information technology has brought implications to the world of broadcasting, including in Indonesia. Broadcasting has a strategic role in the development of democratic life as a distributor of information and shaper of public opinion. The implementation of broadcasting is inseparable from the general principles of telecommunications implementation that apply globally. Broadcasting is closely related to the use of radio frequency spectrum and geostationary satellite orbit, which are limited natural resources, so that their utilization must be regulated effectively and efficiently.

The term "broadcast" is the English equivalent of "broadcast". The broadcasting law defines broadcast as a message or series of messages in the form of sound, picture, graphic, character or interactive. Meanwhile, broadcasting, which

is the equivalent of the word "broadcasting," is defined as the activity of transmitting broadcasts through transmitting facilities or transmission facilities on land, sea or space using the radio frequency spectrum (radio signals) in the form of electromagnetic waves that propagate through the air, cables and other media so that they can be received simultaneously and simultaneously by the public with broadcast receiving devices (Geni et al., 2021; Sousia, 2017; Kakiailatu 2007).

Managing a broadcasting media business is one of the most complex challenges, because broadcasting media basically manages people. The success of broadcasting media is highly dependent on the quality of human resources working in three main pillars, namely engineering, program, and marketing. The success of broadcasting media depends on the ability of human resources in these three key areas. Good management is an absolute key to the success of broadcasting media.

Management is the process of planning, organizing, directing and supervising the efforts of the members of an organization and the use of other organizational resources to achieve predetermined goals. General managers in broadcast media have the primary responsibility for coordinating human and material resources to achieve organizational goals. General managers perform four basic functions: planning, organizing, directing and supervising.

- Planning involves setting goals, preparing plans and strategies to achieve those goals.
- Organizing is the process of setting up an organizational structure that is appropriate to the organization's goals and available resources.
- Directing involves motivating employees to carry out their responsibilities with enthusiasm.
- Supervision involves evaluating, assessing, and correcting practices to ensure the achievement of organizational goals.

Broadcast media management is very important because the three main pillars of broadcast media, namely engineering, program, and marketing, depend heavily on the quality of human resources working in these areas. With good management, broadcast media can effectively achieve their goals and provide quality services to their audiences.

2. Discussion

Managing a broadcasting media provides its managers with challenges that are not easy, as Peter Priangle (1991) asserts: "Few management positions offer challenges equal to those of managing a commercial radio or television station." The challenges faced by broadcast media management are twofold. First, like any other company, broadcast media must be able to meet the expectations of owners and shareholders to be a healthy and profitable company (Witharja et al., 2023; Ariffudin 2017). Secondly, broadcast media must also be able to fulfill the interests of the society or community in which it operates, in accordance with the provisions stipulated in the broadcast license granted by the government.

In addition, there are also challenges related to the presence of foreign media in Indonesia, which requires adequate infrastructure preparation. The presence of foreign channels such as HBO, Fox Crime, Fox Movies Premium, AXN, and others also adds to the competition in the broadcast media industry in Indonesia.

In addition, the concept of media convergence is also an important part of this industry change. Broadcast media management must be able to manage various platforms such as online media, digital radio, digital television, and digital print media. The development of information technology has also changed the way people access and consume media. The internet and other technologies allow information and entertainment to be accessed without time and space constraints, thus affecting people's media consumption patterns.

People's media consumption patterns have changed, with increased use of online media, digital television and digital radio. Media management needs to understand this shift to stay relevant and retain audiences.

Overall, broadcast media management must overcome these challenges with creativity, innovation and adaptation. The broadcast media industry is constantly evolving, and the ability to change and adapt to the changing environment is key to long-term success in this business.

2.1. Broadcast Media Challenges in the Global Village Era

In the information society era, we are witnessing significant changes in the way humans connect with each other. Advances in information technology, especially the internet, have changed the paradigm of information distribution and consumption. The internet allows everyone to connect without time and space constraints, creating what McLuhan (2005) calls a "global village". In this global village, individuals are not only consumers of information but can also be newsmakers or news subjects.

This has shaken up the communication and media industry. "Mainstream" media such as print, electronic and digital are no longer the only source of information. In fact, not all professional journalists are able to report all events following the news consumption trends of the information society. One of the factors triggering this change is the removal of time and place barriers. Modern society is increasingly virtual and can communicate without being limited by physical boundaries. Citizen reporters, or citizens who act as journalists, have also been able to report important events around them.

Today's media practitioners are faced with the task of not only adopting information and communication technology in their operations but also having to understand the shift in people's behavior and lifestyle in consuming information. This is a challenge that must be overcome for the media to remain relevant in this era.

In Indonesia, society is also undergoing a transition to an information age society. The way they access and distribute information has changed. There is a shift in the pattern of using information technology, and people tend to be early adopters, although the penetration of information and communication technology has not been evenly distributed throughout Indonesia. Thus, the role of media and communication in society is increasingly important and changing significantly in the face of this global village era.

2.2. The Role of Information Technology in the Digital Age

Today, we are in an era of digitalization where access to information and facilities has become very easy. In the past, we only relied on telegrams, telephones, correspondence by post, but now, within seconds we can receive news and information from all over the world. Time and space limitations are no longer an obstacle.

Information technology has penetrated into various layers of society. With information technology, distance and time are not significant problems. Through computers connected to the internet, we can access all kinds of information, entertainment, and even shopping. This is especially important for companies that operate from multiple locations with suppliers and consumers spread across distant places. Information technology enables the integration, communication and exchange of geographically distributed business activities. In other words, distance and time become relatively closer and shorter.

In Indonesia, the broadcast media industry continues to monitor technological developments and strives to transition to new technologies. Almost all TV stations, from TVRI to national TV, have adopted digital broadcasting technology systems. This includes studio equipment systems for program production, editing, recording and data storage. The transmission of image, sound and data signals has also switched to a digital transmission system using the DVB-T (Digital Video Broadcasting Terrestrial) standard.

Overall, significant management issues related to increasing business value apply across the media industry. No media industry has a clear competitive advantage over its competitors. Every media is fighting for the attention of audiences and advertisers for the future viability of the company.

The electronic and digital media industry will continue to face rapid environmental changes due to technological developments. Information technology is developing rapidly and has a huge impact on various types of companies. The media industry relies heavily on information technology, and companies that do not keep up with new technologies risk losing consumers and having difficulty competing with competitors.

The emergence of multimedia products, including television, is one of the results of technological convergence. In the era of convergence, faster, cheaper and more comprehensive computing power enables individuals to engage in information networks. The Internet has also changed the way people access news and information. All these changes create new challenges and opportunities for the media industry.

In conclusion, information technology has a very important role in increasing competitive advantage in various sectors, including the media. Changes in information technology affect various activities in the value chain of media companies, and adaptation to these technological developments is the key to surviving the increasingly fierce competition in this digital era. Mass media should not only focus on one type of media, but should consider a multimedia business that includes online media, digital radio, digital television, and digital print media. Information technology is not only a communication tool, but has also become an integral part of people's daily lives, and understanding its role is crucial in the context of media policy and business.

2.3. Media Ecology: The Influence of Technology in Society

Media Ecology theory, introduced by Marshall McLuhan, highlights the role of technology in shaping society and culture. This theory suggests that media is not only a messenger, but also influences how people interact and adapt to their environment.

McLuhan illustrated that society has changed along with the development of technology. From the use of the alphabet to the advent of the Internet, technology has influenced and been influenced by electronic media. In this concept, the media is the message. Media Ecology Theory emphasizes that society cannot avoid the influence of technology, and technology will always be at the core of various professions and lives.

McLuhan, in his book "Understanding Media" (1964, 2002), shows how technologies such as wall clocks, television, radio, movies, telephones, even roads and games, have drastically changed society. According to him, society is highly dependent on technology and society's ability to deal with such technology is the key to maintaining social order.

Media, in general, plays a role in shaping and organizing culture. Regardless of the debate about the extent to which media influences individual behavior, it is undeniable that media has a central role in connecting individuals with information and society more broadly.

2.4. Analysis of Broadcasting Management in the Era of Information Technology (Media Convergence)

The advent of information technology has changed many aspects of our lives, including the way we access information. Traditional libraries are gradually being replaced by digital resources such as e-books and online portals. This makes it easier for modern society to find information according to their needs.

Each mass media is a social institution that acts as an independent information provider or as part of a network that controls information distribution. The relationship between the media and its audience is often influenced by advertisers who support the media. The role of media in social life, especially in the era of globalization, is very significant.

The information age creates a situation where information technology, information distribution, information consumers and information content are intertwined. The Internet, as the pinnacle technology in telecommunications, media, and informatics, has changed the communication paradigm and integrated various types of mass media in one integrated channel.

In this era, broadcast media such as radio broadcasting has also undergone a transformation. Radio is not only a provider of factual and actual information, but also entertainment. In this context, radio broadcasting can be viewed from various perspectives, including its ability to influence the attitudes and behaviors of its audience, its ability to change audience knowledge, and its role in meeting the information needs of the audience.

Within this overall context, information technology has become a key element in shaping how we interact with the media and how the media affects us as individuals and as a society. These developments have created new challenges and opportunities in the field of broadcast management.

2.5. Understanding Media History

Your understanding of the four eras in media history shows a good grasp of the concepts introduced by Marshall McLuhan. McLuhan argued that the mass media of each era had a strong influence in shaping society and culture. These eras reflect the development of different communication technologies and how they influence the dominant way of communication in society.

In the era of media convergence, changes in information technology play a central role in changing the way media work. Convergence allows different types of media to be integrated in one digital device, which enables access to different types of content and information in one place. This creates new challenges and opportunities in the media industry.

In terms of current media law, you discuss the regulation of mass media in Indonesia, including the changes that have occurred along with the reforms. You also described the two main purposes of mass media law, which are to control the mass media and to regulate the media's behavior to be reasonable and in line with the wishes of society. Mass media regulation is important to maintain a balance between press freedom and media responsibility.

Broadcasting Management in the Age of Information Technology (Media Convergence)

You explained the concept of media convergence well, describing how information technology has changed the media industry. You also discussed changes in media consumer behavior, with the advent of products such as smart TVs that combine different types of media in one device.

Media convergence also involves changes in media ownership and control. You noted that several groups of media companies have expanded rapidly and are trying to combine different types of media in integrated networks. This creates challenges related to media monopolies and concentration of ownership, which need to be addressed through appropriate regulation.

Information technology has also opened up new business opportunities in the media industry, and media companies that are unable to keep up with these technological developments may be left behind in the competition. Therefore, management in the media industry must always be ready to adapt to technological changes and new trends in the industry. Overall, you provided a solid understanding of how information technology and media convergence have affected the media industry and changed the modern media landscape.

2.6. Recommendations to Improve Media Quality and Broadcasting Regulation in Indonesia.

Your recommendations seem to focus on the role of the KPI (Indonesian Broadcasting Commission) in overseeing the broadcast media and on improving infrastructure and management in the broadcasting industry. These are important steps to improve the quality of broadcast media and protect the public from harmful content. Here are some additional and other suggestions that may be useful:

- a) Media Education and Awareness: Promoting media education and awareness in society, especially among the younger generation, can help them become more critical viewers. A better understanding of how media works and how to identify inappropriate content can help reduce the negative impact of media.
- b) Collaboration with Industry: KPI could work more closely with the broadcast media industry to ensure that broadcast program standards and codes of conduct are adhered to. This collaboration could include training and education for broadcasters, as well as incentives for stations that adhere to the guidelines.
- c) Research and Monitoring: Conducting more research on the impact of media on society, especially in terms of religious and ethical values, can help inform better policy and regulation. Continuous monitoring of media content is also important to identify violations and necessary improvements.
- d) Socialization of Broadcast Digitalization: Informing the public about the benefits of broadcast digitization and overcoming the obstacles you mentioned, such as viewer readiness and technical glitches, is important. With a better understanding, the public will be better prepared to adopt digital technology.
- e) Human Resources: Investing in training human resources to operate digital broadcasting technology is a wise move. A skilled workforce that understands the new technology will help overcome operational hurdles.
- f) Educational Content Development: Encouraging the production and broadcast of educational content that supports positive social, cultural and religious values is a positive step in improving the quality of media broadcasts.

All of these recommendations are complementary and can help create a healthier and higher quality media environment in Indonesia. In addition, cooperation between KPI, the media industry, and the public will play an important role in achieving this goal.

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