

Compliance Study of iNews TV Against Law No.32 of 2002 About Broadcasting

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Abstract: *Network Broadcasting System becomes the most appealing issue after the creation of Law No.32 of 2002 on Broadcasting since there has been no national television broadcast but a network based on the cooperation among local broadcasters. One of companies which participate to enliven the network television industry is iNews TV. This research aims to find out the suitability of broadcasting through Network Broadcasting System (NBS) conducted by iNews TV against Law No.32 of 2002 on Broadcasting. This research uses a descriptive qualitative research method. The analysis unit in this research is iNews TV Company as a broadcaster, the share ownership of master station or member station of iNews TV, the coverage areas of iNews TV broadcast, the licensing process conducted by iNews TV as well as the local broadcast and simultaneous relay broadcast of iNews TV. The results research show that the broadcasting through NBS by iNews TV has been "suitable" with Law No.32 of 2002 on Broadcasting since some regulations have been well conducted by iNews TV.*

Keyword: NBS, Law No.32 of 2002, Broadcasting, iNews TV.

1. Introduction

Post-reformation of television industry in Indonesia has been in a new era which is indicated by the creation of Law No.32 of 2002 on Broadcasting, so the previous broadcasting law is no longer valid. Law No.32 of 2002 emphasizes that the broadcasting should be very worthwhile for the prosperity of people which means that those people have important roles in the future of broadcasting system in Indonesia. The broadcasting system management should be conducted in the public sphere by an independent agency without financier intervention or power interests, this issue becomes the foundation of Indonesian Broadcasting Commission (KPI)[1].

One of issues which become the concern in Law No.32 of 2002 is that there is no national broadcast which is mentioned in the previous broadcasting law. The national broadcast mentioned in the previous broadcasting law is replaced by the network broadcasting system. One of television stations which have implemented the network broadcasting system is PT. Sun Televisi Network which is known as iNews TV. In the beginning, iNews TV became a networked television station in 2011 and aired on behalf of Sindo TV. In 2015, Sindo TV becomes iNews TV. In this alteration, iNews TV was questioned by the members of central Indonesian Broadcasting Commission (KPI) and regional Indonesian Broadcasting Commission (KPID) starting from the legality, the licensing process, the broadcast format, the networked master and member and the local content percentage. Most of KPID emphasizes the minimum content fulfilment of 10% for NBS television [2].

For the legality aspect in establishing a private broadcaster governed by Government Regulation No.50 of 2005 on the Implementation of Private Broadcaster, one of the aspects is that the company should be incorporated in Indonesia, the limited liability company, in this case, it is not only aimed to the networked master but also to each networked member. To conduct its broadcast, the broadcasting company should own Broadcasting License, whereas those who conduct their

broadcast through the networked broadcast system should add Broadcasting License of Network Broadcasting System.

Then, in conducting the name alteration of own station has been governed in Government Regulation No. 50 of 2005 on Broadcasting of Private Broadcaster in article 11 paragraph (1) saying that "Every name alteration, domicile, board structure, and/or articles of Association on Private Broadcaster should be previously reported to the Ministry before obtaining the validation from the General Meetings of Stakeholders."

Until today in 2015, iNews TV has become the biggest networked television in Indonesia which has reached 34 provinces in conducting its broadcast. Meanwhile, in Government Regulation no.50 of 2005 on Broadcasting of Private Broadcaster stating that the coverage areas of the broadcast from a networked system are no more than 75% from the number of provinces in Indonesia. Based on the background above, the writer is interested in conducting a research on how far the suitability implemented by iNews TV against Law No. 32 of 2002 on Broadcasting.

1.1 Formulation of Problem

- How is the form of iNews TV Company as a broadcaster?
- How is the ownership of master station and networked member station in iNews TV?
- How is the coverage areas division of iNews TV broadcast?
- How is the licensing process of networked television conducted by iNews TV?
- How is the division of local broadcast and simultaneous relay broadcast between iNews TV and its member stations?
- Has the broadcasting in iNews TV been suitable with Law No.32 of 2002 on Broadcasting?

2. Basic Theory

2.1 Broadcasting

Broadcasting as the entire process of broadcast delivery started from the preparation of production materials, production, preparation of broadcast materials, broadcasting to the broadcast reception by the viewers in an area [3]. Broadcasting media is an organization which disseminates the information in forms of cultural products or messages which influence and reflect a culture in the society. Broadcasting mass media consists of radio and television [4].

2.2 Private Broadcaster

Private Broadcaster is a commercial broadcaster of incorporated form in Indonesia which engages in only conducting the broadcasting services on radio or television [5]. The requirement of establishing a private broadcaster is that it is established by Indonesian citizen, established with incorporated form which is Limited Liability Company, it only uses the radio or television broadcasting services, the entire initial capital is owned by Indonesian citizen and/or the incorporated in Indonesia whose entire shares are owned by Indonesian citizen [5].

2.3 Networked Television

Networked television is a number of broadcasting stations which are interconnected to be able to broadcast the programs at once [4]. The network depicts the program transmission from the distribution point to some reception points either in the network station or cable station, especially the program distributor in the affiliation broadcast system or through the cable system [6].

2.4 The Ownership Of Networked Television Station

The limitation of networked television station ownership is that one legal entity has two broadcasting license of television broadcasting service at most. It is located in two different provinces which have the share of 100% at most on the first legal entity, the share of 49% at most on the second legal entity, the share of 20% at most on the third legal entity, the share of 5% at most on the fourth legal entity, etc [5].

2.5 The Coverage Areas Of Networked Television Station

The coverage areas of broadcast from a network system are limited by 75% at most from the number of provinces in Indonesia [5]. 80% of the coverage area of network system at most is in the economically developed areas and the rest of them at least are the economically less developed areas [5].

2.6 The Licensing Process Of Networked Television Station

Before conducting its activities, the broadcaster shall obtain a broadcasting license. The broadcasting license is granted by the country after the applicant obtains: the feedback and

evaluation results of the applicant and Indonesian Broadcasting Commission hearings, the recommendation of broadcasting feasibility from Indonesia Broadcasting Commission, the agreement results in the meeting forum specifically held for the sake of licensing between the KPI and the government, the allocation license and the use of radio frequency spectrum by the government on the proposal of KPI [7].

For the private broadcaster which has already owned a permanent broadcasting license and wants to expand its coverage areas through the network broadcasting system, this private broadcaster should obtain the Broadcasting License of Network Broadcasting System which is: the private broadcaster has agreed to conduct a network broadcasting system in the form of written cooperation agreement, the broadcasting through the network broadcasting system and each alteration of member station and master station in the network broadcasting system should obtain the minister's agreement [8].

"Every name alteration, domicile, board structure, and/or articles of Association on Private Broadcaster should be previously reported to the Ministry before obtaining the validation from the General Meetings of Stakeholders [5]."

2.7 Local Broadcast and Simultaneous Relay Broadcast of Networked Television

In the network broadcasting system, the broadcast program which is relayed by the member station from the master station limited by the duration is 90% at most from the entire broadcast duration. Based on the development of regional capacity and the private broadcaster, the broadcast program which is relayed by the member station from the master station gradually decreases and becomes 50% at most from the entire broadcast duration per day [8].

3. Research Method

The method of this research is a descriptive and qualitative research. The descriptive study related to the univariate question or hypothesis where we ask about one issue, or ask about one country, size, form, distribution or variables [9]. The qualitative research covers some interpretation techniques which seek to explain, solve codes, interpret and convey meanings, not the frequency in social world naturally happened [9].

The sampling technique of this research is purposive sampling, a technique in determining samples with particular considerations. This particular consideration, for instance, is the people deemed as the most knowledgeable about what we expect [10].

The collection data technique of this research is conducted by an interview, an observation and documentation, a data validity test using credibility test with source triangulation and member check as well as technique triangulation. The data analysis technique of this research is the assessment analysis of broadcasting from the regulator party (KPI and KPID).

4. Result and Discussion

Table 1: Compliance assessment of iNews against Law No 32 of 2002 About Broadcasting

No	Instrument	Interviewees			Total Score	Max Score	Skor (%)
		1	2	3			
1	The Broadcaster	5	5	5	15	15	100%
2	Initial Capital of Broadcaster	5	5	5	15	15	100%
3	Funding Source of Broadcaster	5	5	5	15	15	100%
4	Share Ownership	1	2	2	5	15	33,3%
5	Coverage Areas of Broadcast	1	2	2	5	15	33,3%
6	Location of Networked Member Station	2	2	2	6	15	40%
7	License of Television Station Broadcasting	5	5	5	15	15	100%
8	License of Networked Television Station Broadcasting	2	3	2	7	15	46,6%
9	License of Television Station Data Alteration	3	3	4	10	15	66,6%
10	Duration of Simultaneous Relay Broadcast and Local Broadcast.	3	3	4	10	15	66,6%
Total					103	150	68,6%

4.1 The Form of Broadcaster on iNews TV

iNews TV has 45 networked member stations which are wholly incorporated limited liability company, then the initial capital of its establishment is from Indonesian citizen, the initial capital of some networked member stations is from the society or local figures.

The operational funding source of iNews TV is originally from the revenue earned from the ads or sponsor aired in iNews TV broadcast as the reciprocal to the advertiser or sponsorship. Most of iNews TV income is originally from the national advertiser because of the rareness of advertiser in the sub-urban which desires to air the ads. However, iNews TV itself allows the sub-urban advertiser to air their ads into one of its member stations.

4.2 The Ownership of iNews TV

In its practice, the shares of most networked member stations of iNews TV have been owned by a big group of MNC. It can be happened since the Law on Limited Liability Company allows the share sales in an incorporated company. Besides, the broadcaster sometimes gets around it by using different individual's name in selling and buying the shares, although it is in the same sources.

4.3 The Coverage Areas of iNews TV

Until 2015, it is recorded that iNews TV has reached 34 provinces located in 45 districts/cities. In a mathematic calculation, the coverage areas of the broadcast from a networked television station are 75% from 34 provinces in Indonesia, which are 25-26 provinces. It shows that the

coverage areas of iNews TV has already exceeded from the provision of broadcast coverage area limitation.

From 45 networked members of iNews TV, 38 networked members are located in the economically developed areas and seven networked members are located in the economically less developed areas. If it is mathematically calculated, the number of networked members located in the economically less developed areas should be 20% from 45 networked members, which are nine networked members. It shows that the networked member stations located in the economically less developed area are still less than the applicable provision.

Table 2: Location of Networked Member Station of iNews TV in the Economically Developed Areas

Sabang	Tasikmalaya	Manado
Banda Aceh	Magelang	Ternate
Lhokseuawe	Semarang	Kendari
Medan	Surabaya	Ambon
Pematangsiantar	Bengkulu	Padang
Tanah Datar	Mataram	Pekanbaru
Payakumbuh	Pontianak	Jakarta
Batam	Palangkaraya	Bandung
Lubuklinggai	Tanah Laut	Denpasar
Palembang	Samarinda	Buleleng
Pangkal Pinang	Kutai Kartanegara	Tarakan
Bandar Lampung	Palu	Makassar
Majalengka	Gorontalo	

Table 3: Location of Networked Member Station of iNews TV in the Economically less developed areas.

Kupang	Nabire	Manokwari
Mamuju	Jayapura	
Biak	Merauke	

4.4 Licensing Process of iNews TV

The licensing stages conducted by iNews TV member stations when they were still local television: fulfilling the form and applying the frequency allocation letter to Ministry of Communication and Informatics, attending the hearings evaluation between the applicants, KPI, regional government, local figure, religious and academician elements, obtaining the agreement from the Meeting Forum between the government and KPI, obtaining the temporary license, conducting the trial broadcast test and finally obtaining the permanent broadcasting license.

iNews TV obtains the networked television broadcasting license by applying to the minister attaching the agreement letter with local television which wants to be networked with iNews TV, until today in 2015, there are 15 areas which are agreed by the Minister of Communication and Informatics but iNews TV has conducted the broadcast in 45 local stations in some areas. When iNews changed its name from Sindo TV into iNews TV, they have reported to the minister but they reported it after they changed the name.

4.5 Local Broadcast and Simultaneous Relay Broadcast of iNews TV

Based on the Regulation of Minister of Communication and Informatics No.43 of 2009, the duration of local broadcast in the networked station system is 10% at least from the duration in a day. Furthermore, along with the development of the regional capacity and the broadcaster the duration gradually increases into 50% from the duration in a day. The condition of iNews TV started to network with the name of Sindo TV in 2011 until today in 2015 has no duration increment on local broadcast, which is 10% from the duration in a day.

4.6 The Suitability of iNews Broadcasting against Law No.32 of 2002 on Broadcasting

From the percentage average results of 68.6% from the regulator assessment with the suitability of iNews TV against Law No. 32 of 2002 in table 1, it is included in the category of "suitable" on the continuum line.

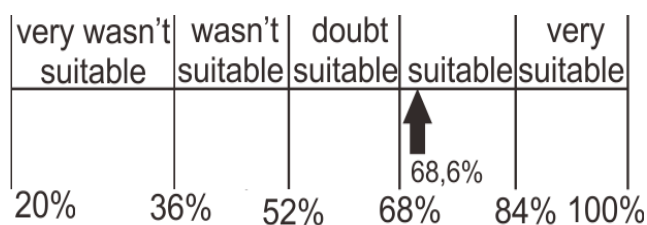


Figure 1: Compliance percentage inews tv against Law No 32 of 2002 About Broadcasting

This case is caused by some regulations have been well conducted by iNews TV, such as the requirements in term of company form and the initial capital of iNews TV as well as the licensing of each networked member local station of iNews TV. However, there are some more regulations which have not been well conducted by iNews TV such as such the share ownership problem, the coverage areas which are still well in excess of the statutory provisions, the weakness of the networked television licensing mentioning that most of the application letters for the license area network has not been submitted or approved by Minister of Communication and Informatics. Eventually, the duration of local broadcasting which should be increasing gradually but it has no increment for four years, still in minimum criteria of 10%.

5. Conclusion

Based on the analysis results and discussion of the research on iNews TV broadcasting, some concerns are concluded in order to answer the formulation of the problem in this research:

- The form of the master station or the networked member station of iNews TV as a private broadcaster is the limited liability company. The capital of its establishment of each local television station is from Indonesian citizen as well as the funding source of the company is from ads.
- Most ownership of the master station and some member stations of iNews TV are owned by MNC Group.

- The coverage areas of iNews TV broadcast has been exceeded from 75% which are 34 provinces or they have reached all provinces in Indonesia. iNews TV has 45 networked member stations which are grouped into two areas, first is in the economically developed areas by 38 networked member stations and the second is in the economically less developed areas by seven networked member stations.
- The licensing process of the networked television station broadcasting which is conducted by the television station begins with each member station applies the local television licensing process by: first, signing up and applying the license letter to the Minister of Communication and Informatics; second, attending the hearings evaluation' third, obtaining the recommendation from Regional Indonesian Broadcast Commission to be brought to the Meeting Forum participated by national government, Indonesia Broadcast Commission ,Regional Indonesia Broadcast Commission and monitoring centre; fourth, if the application is agreed in the Meeting Forum, the temporary Broadcasting License is granted; fifth, after obtaining the temporary Broadcasting License, the television station starts to conduct the broadcasting for trial; last, the television station obtains the permanent Broadcasting License which is applicable for 10 years and which can be extended. Furthermore, the licensing process for networking conducted by iNews TV is applying to the Minister of Communication and Informatics as well as attaching the cooperation agreement among the local television stations. Eventually, regarding the alteration of the name from Sindo TV into iNews TV, they only reported to the Minister of Communication and Informatics.
- The division between local broadcast and simultaneous relay broadcast in iNews TV is conducted based on the duration and broadcast time with following percentage, 10% of the duration in a day is used to air the local broadcast program from 15.00 until 17.30 Western Indonesian Time. Meanwhile, 90% of the duration in a day is used to air the relay broadcast program from the networked master station from 17.30 until 15.00 Western Indonesian Time.
- Overall, it can be concluded that the networked broadcasting in iNews TV has been suitable with the existing provision in Law No.32 of 2002. It can be seen from the assessment results by the regulator against the networked broadcasting in iNews TV where the percentage total average of the entire assessment is 68.6%. This number is categorized as "suitable" on the continuum line.

6. For Further Research

The purpose of this study is limited only to descriptive and determine the organization of television broadcasting in iNews TV networks are in accordance with Law No. 32 of 2002 or not. For further research, it is advisable to seek the effectiveness of Law No. 32 of 2002 on several television stations networked, From it will be known whether Law of broadcasting is effective for application in various television stations networked and also will note any obstacles experienced by networked television station in applying Law No. 32 of 2002

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