

Analysis of The Komisi Penyiaran Indonesia's Warnings on Problematic Broadcasting in 2020-2021

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ABSTRACT. This study analyzes the warnings issued by the Indonesian broadcasting commission or Komisi Penyiaran Indonesia (KPI). The research method used in this research is descriptive quantitative. Descriptive method seeks to describe or describe the existing data from the object of the issue of the study. The analysis was carried out on 152 reprimands for problematic television and radio programs from 2020 to 2021. The year of 2020 is when the pandemic started hitting Indonesia. Data collected until 2021 to see what happened to Indonesian broadcasting when the pandemic hit. This research was conducted in 2022, therefore the data on warnings in 2022 were not analyzed. The results showed that the programs that received reprimands were not only local, but also international. The types of problematic broadcast programs include infotainment programs, news, soap operas, advertisements, variety shows, reality shows, talk shows, films, tv films, religion, sports and advertorials. The most warnings were given to infotainment and news programs, each with a total of 24 warnings. Next, the soap opera program received 20 warnings and advertisements received 19 reprimands in a period of 2 years during the Covid 19 pandemic that hit Indonesia. The television station that received the most KPI warnings in 2021 was Trans TV with 26 warnings. Troubled broadcasts generally violate the interests of children. Both due to violation of broadcast hours and also violations of norms. The existence of the second letter of reprimand and temporary suspension shows that television stations have not yet made improvements to their broadcast content.

KEYWORDS: broadcast; television; radio; Indonesian broadcasting commission; violation.

1 INTRODUCTION

Broadcasting Law Number 32 of 2002 provides a definition of broadcasting as the activity of transmitting broadcasts through broadcasting facilities and/or transmission facilities on land, at sea or in space by using a radio frequency spectrum through the air, cable, and/or other media to be received simultaneously and simultaneously by the public with broadcast receiving devices. Broadcast delivery media in the form of electromagnetic waves or the so-called frequency spectrum, is a limited natural resource and is a public domain.

The public broadcasting system by the Broadcasting Law 32 of 2002 is expected to run through two broadcasting institutions namely the Public Broadcasting Institution (LPP) consisting of TVRI and RRI and the Community Broadcasting Institution (LPK) consisting of community radio and television throughout Indonesia (Wahyuni, 2020).

Broadcasting Law No. 32 of 2002 states that the structure of Indonesian television broadcasting consists of TVRI public television, commercial private television, commercial television and paid television. The structure of radio broadcasting in Indonesia consists of public radio, community radio and commercial private radio. Television and radio as mass media that carry out the function of the press, namely as a medium of information, education, entertainment and social control (Kusumaningrat, 2009). The function of the press is stated in the Press Law No. 40 of 1999.

Public media is one of the trees that grows in democracy that needs to be maintained together and ensure it does not wither or even fall. To this day, much remains to be done if the public media are

to be saved. Of course the discussion could be very different if indeed we no longer want the existence of public media in Indonesia's communication system. This is certainly not what we want as a democracy (Wahyuni, 2020).

Frequency as a limited natural resource makes broadcasters both radio and television must have a broadcasting license and use certain frequencies. Broadcasting licenses are granted by the state to broadcasters to carry out broadcasting through the Indonesian Broadcasting Commission (KPI). The establishment of KPI is based on the Broadcasting Law Number 32 of 2002 as the institution that oversees the implementation of broadcasting in Indonesia.

The democratization process in Indonesia places the public as the main owner and controller of the broadcasting realm. Frequency is public property and is limited in nature, so its use must be maximally for the public interest. As much as possible for the public interest means that the broadcast media must carry out the function of a healthy public information service.

The spirit of establishing KPI aims for the management of the broadcasting system to be free from various interests because broadcasting is a public domain and is used as much as possible for the public interest. The second is the spirit to strengthen local entities in the spirit of regional autonomy by implementing a network broadcast system.

KPI is mandated to make Broadcasting Law Number 32 of 2002 Article 3 happen: "Broadcasting is carried out with the aim of strengthening national integration, fostering character and national identity that is faithful and devoted, educating the nation's life, promoting general welfare, in the context of building an independent, democratic society, fair and prosperous, as well as growing the Indonesian broadcasting industry."

In addition to issuing broadcast licenses for broadcasters, the other main task of KPI is to supervise broadcasting in Indonesia. Broadcasting supervision is carried out to maintain broadcast quality so that it continues to provide benefits to the community as frequency owners according to the broadcasting function. In order for each broadcasting product to be of high quality, it is necessary to regulate broadcasting behavior for broadcasting institutions. Broadcasting behavior is regulated in the Broadcasting Code of Conduct and Broadcast Program Standards or Pedoman Perilaku Penyiaran dan Standar Program Siaran (P3SPS).

The supervision carried out by KPI on television and radio broadcasts is guided by P3SPS. Broadcasting institutions that do not follow or violate the rules in the P3SPS will be given a warning from the KPI. Sanctions to broadcasting institutions that can be issued by KPI are regulated in P3SPS.

Administrative sanctions can be in the form of:

- a. Written warning
- b. Temporarily stopping the problematic program after going through a certain stage
- c. Limitation of broadcast duration and time
- d. Administrative fine
- e. Freezing broadcast activities for a certain time
- f. Not granted an extension of the broadcasting operation license

Article 77 of the KPI Regulation on Broadcast Program Standards (SPS) states "If KPI finds violations committed by broadcasting institutions, KPI will announce the violation to the public." Announcements regarding broadcasting violations are published by KPI in the form of a warning posted on the KPI official website at <http://www.kpi.go.id/index.php/id/edaran-dan-sanksi>. The website page contains a warning for violations of broadcasting rules as well as an appeal for additional rules under certain conditions. It is recorded that data on warnings and circulars contained in the website page are dated since March 2012.

KPI's warning was not only aimed at television broadcasters, but also radio. The warning is based on violations contained in the broadcast content of broadcasting institutions, both from public complaints and the results of broadcast monitoring by KPI. The existence of a warning for violating broadcasting rules indicates that there are still many broadcasts that have problems with broadcasting in Indonesia.

There is a difference in the number of problematic broadcasts when viewed from the number of warnings issued by the KPI. This number can consist of different types of programs and different levels of strikes. Based on the explanation above, this research problem can be formulated: "How is the analysis of the warning of the Indonesian Broadcasting Commission on problematic broadcasts in Indonesia?"

Based on the formulation of the problem, the purpose of this study is to see the number of warnings issued by KPI in 2020 to 2021. From the number of warnings, it will be seen the number of warnings for each broadcasting institution based on the type of broadcast program and the type of violation.

2 RESEARCH METODE

This study uses a quantitative approach with descriptive analysis. The findings with a quantitative approach in the form of statistical figures. The statistics reported are derived from data collected from the sample involved in the study. In the quantitative approach, the terms population and sample are known. The population of the area is broad from the object/subject of research that meets certain characteristics or qualities that are appropriate or determined by the researcher to draw conclusions, according to the problem being studied. While the sample is a proportional representative of the population who became informants or respondents in data collection in the study. The answer or data given by the sample is representative of the population it belongs to. Experts have created statistical calculations to determine the number of samples that can be drawn from the population to be used as respondents as population representatives.

Descriptive method seeks to describe or describe the existing data from the object under study. In this method, social phenomena that occur in objects are described clearly without making connections and comparisons between the variables. In this method, a hypothesis is not always needed, because the object will be described or explained in accordance with the phenomena that occur when the research is carried out. Wekke (2019) states that descriptive research requirements include having to search instead of testing, have the power to update or compile data and not manipulate or change variables.

Quantitative descriptive design aims to definitively and systematically describe a population, situation or phenomenon. As well as to answer the questions what, where, when, and how. Quantitative descriptive designs can use a variety of quantitative data and qualitative explanations to explain one or more variables. We can use a descriptive design when the researcher wants to describe a situation, a variable based on the conditions as it is, without having to look for significant or correlational effects or relationships between variables (Bungin, 2021).

Data collecting in this study using literature study techniques. Literature study or also known as documentation study, is carried out by collecting information from secondary data. In this data collection is done by examining the publication material related to the object of research. The publication material studied can be in the form of citations and theoretical studies, information from books, media, and documents.

The data processed in this study was taken from the KPI official website in the form of warning data on problematic broadcasts aimed at broadcasters in Indonesia in the period 2020 and 2021. The years 2020 and 2021 were chosen to see the quality of broadcasting programs in Indonesia during the Covid pandemic. The data collected contains the date of the warning letter, warning status, television station, broadcast program, description of the violation, and consideration of the decision.

3 RESULT

Broadcasting Law No. 32 of 2002 contains the basic principles regarding the ideal rules of the broadcasting system in Indonesia. The Indonesian Broadcasting Commission (KPI) is an independent institution whose formation was based on Law No. 32 of 2002 to carry out the task of supervising broadcasting activities in Indonesia. This effort is a form of keeping the public as the owner of the frequency in getting their rights in full.

In order for broadcasting institutions to produce quality broadcasts, a technical regulation that regulates broadcasting behavior is made which is a derivative of Law No. 32 of 2002. Technical regulations for broadcasting are set out in the Broadcasting Code of Conduct and Broadcast Program Standards or *Pedoman Perilaku Penyiaran dan Standar Program Siaran (P3SPS)*. The existence of P3SPS as a broadcasting guideline is a benchmark for evaluating KPI's warnings to broadcasting institutions. Broadcasting institutions that have problematic broadcasts will receive a letter of warning from KPI. Detection of problematic broadcasts is obtained through non-stop monitoring of all licensed

television and radio broadcasts in Indonesia. In addition, complaints and protests from the public regarding problematic broadcasts are also forwarded and processed to become a warning letter by KPI.

Troubled shows that violate the established P3-SPS are KPI's concern. Various warnings, clarifications or even termination of broadcasts were given to television stations deemed to have violated (Afifi, 2010). The number of warnings issued by KPI in 2021 is 58 warnings and 94 warnings in 2020. These warnings are intended for television broadcasting institutions, digital television and radio.

Table 1: Number of reprimands per broadcaster institution in 2020-2021

Broadcasting Institution	2020	2021	Total
TRANS TV	16	10	26
INEWS TV	15	4	19
ANTV	11	6	17
SCTV	11	5	16
TV ONE	7	6	13
TRANS 7	7	3	10
NET TV	6	4	10
GTV	6	3	9
INDOSIAR	4	4	8
MNC TV	5	2	7
RCTI	2	2	4
TVRI	2	1	3
METRO TV		3	3
O'Channel	1		1
Hard Rock FM Jakarta		1	1
iRadio FM		1	1
KOMPAS TV	1		1
Prambors FM		1	1
RTV		1	1
RDI FM Jakarta		1	1
Grand Total	94	58	152

Trans TV became the television station that received the most warnings in the span of 2 years, with 26 warnings. In 2021 Trans TV received 10 warnings and 16 warnings in 2020 or 17.1% of the total warnings in 2020 and 2021. TVRI as a state-owned public broadcasting television received 2 warnings in 2020 and 1 warning in 2021. The decrease of warnings number in issued by KPI shows that there have been changes and improvements made by television stations in particular and broadcasters in Indonesia in general. Although in 2021 it was found that several broadcasters received warnings, even though in the previous year they did not receive warnings from KPI. The broadcasters are Metro TV, Hard Rock FM Jakarta, iRadio FM, Prambors FM, RTV and RDI FM Jakarta.

Table 2: Broadcast Type

Broadcast Type	2020	2021	Grand Total
Radio		4	4
Television	93	54	147
Digital Television	1		1
Grand Total	94	58	152

During the two-year span of the 2020 and 2021 pandemics, it is not only conventional television that has received KPI warnings for problematic content. The table above shows that in 2020 there was 1 warning to digital TV O'Channel related to match show of Shopee Liga 1. Meanwhile, in 2021, out of 58 warnings, 4 of them were addressed to radio broadcasting stations, namely Hard Rock FM Jakarta, Prambors FM, iRadio FM and RDI FM Jakarta. Troubled broadcasts in radio broadcasting occur in the type talkshow programs and advertising programs. Violations of the talkshow program were found on Hard Rock FM Jakarta radio stations and Prambors FM. The violations committed by the two radio stations were in the form of discussing topics that were not suitable for children to listen to.

Meanwhile, two problematic radio broadcasts were in the form of advertisements, namely advertisements for contraceptive products which were broadcast during broadcast hours for children. Another problematic advertisement is a program promo that broadcasts conversations and discussions referring to sexual deviation. Based on data collected by katadata.com regarding the development of the number of radio and television listeners in Indonesia, it was found that in 2018 radio listeners were 13.31 percent. This figure is less than television viewers as much as 93.02 percent and newspaper/magazine readers as much as 14.92 percent.

Table 3: Warning Status

Warning Status	Quantity	Percentage
Written Warning	139	91.45%
Second Written Warning	10	6.58%
Temporary Suspension	3	1.97%
Grand Total	152	100.00%

A total of 91.4 percent or 139 warnings are written warnings. Meanwhile, 6.68 percent of the 152 warnings or the equivalent of 10 warnings were in the form of a second written warning. Ten Second Written Warning letters were addressed to television stations iNews TV, MNC TV, NET TV, SCTV, and Trans TV with 1 Second Written Warning letter each. Meanwhile, ANTV received 5 letter of Second Written Warnings, 4 warnings in 2020 and 1 warning in 2021. Temporary suspensions were issued by KPI as many as 3 letters in 2020 for Trans TV television station. Three programs that received Temporary Suspension were Brownis, Pagi-Pagi Pasti Happy and Rumpi No Secret.

Table 4: Program Category

Program Category	2020	2021	Total	Percentage
Infotainment	23	1	24	15.8
News	14	10	24	15.8
TV Series	12	8	20	13.2
Advertisement	3	16	19	12.5
Reality show	10	8	18	11.8
Variety show	8	8	16	10.5
Talk show	11	4	15	9.9
Movie	4	2	6	3.9
TV Movie	3		3	2.0
Religi	3		3	2.0
Sport	2		2	1.3
Advertorial	1	1	2	1.3
Grand Total	94	58	152	100

Infotainment and news became the program categories that received the most warnings in a period of two years, each category with 24 warnings. Television stations with infotainment programs that received warnings were GTV (3 warnings), Indosiar (1 warning), iNews TV (7 warnings), MNC TV (1 warning), RCTI (1 warning), SCTV (2 warnings), Trans 7 (5 warnings), Trans TV (3 warnings)

and TVRI (1 warning). Meanwhile, warnings in the news category were given to 7 television stations, including GTV (2 warnings), Indosiar (1 warning), iNews TV (6 warnings), Metro TV (3 warnings), Trans 7 (1 warning), TV One (10 warning) and TVRI (1 warning). Warnings against TV series programs were given to 6 television stations. The six television stations are ANTV (8 warnings), Indosiar (3 warnings), NET TV (1 warning), RTV (1 warning), SCTV (6 warnings) and Trans TV (1 warning).

Not only programs compiled by television stations that receive KPI warnings, advertisements published during program breaks are also subject to warnings by KPI. Problematic advertisements are not only found in one broadcasting institution, but also in 10 broadcasters consisting of television and radio broadcasters. Trans TV is the broadcasting institution that broadcasts the most problematic advertisements by getting 5 warning letters.

A total of six warnings were caused by problematic advertisements for the Starmaker application. Starmaker's advertisements which were considered problematic were broadcast on television stations GTV, Indosiar, MNC TV, RCTI, SCTV, and Trans TV. The offense contained in the advertisement is showing a man dressed as a woman. The visual violates Circular Number 184/K/KPI/02/16 dated February 18, 2016 and Number 203/K/KPI/02/16 dated February 23, 2016 concerning the Prohibition of Displaying LGBT.

The other seven problematic advertisements were advertise the Grabfood service which were found on 7 television stations, namely SCTV, Trans 7, GTV, Indosiar, RCTI, Trans TV, and MNC TV. The Grabfood advertisement is problematic because it shows scenes of men dressed as women. Similar to the Starmaker advertisement, the Grabfood advertisement violates KPI Circular Letter No. 184/K/KPI/02/16 dated 18 February 2016 and No. 203/K/KPI/02/16 dated 23 February 2016 concerning the Prohibition of Displaying LGBT.

Meanwhile, 3 warnings against other advertisements were found in 2020 which were given to Trans TV and NET TV television stations. The advertisement that received a warning was the "MLD Spot" which was an advertisement for cigarette products. The violation committed by the advertisement is that the serving time is not at the specified hour, which is 21.30 – 05.00. This is regulated in the Broadcast Program Standard or Standar Program Siaran (SPS) Article 59 paragraph 1 which states "Cigarette advertising broadcast programs may only be broadcast at 21.30 - 05.00 local time"

4 CONCLUSION

A total of 152 problematic broadcasts received a warning letter from the Central KPI. Broadcasting institutions that received warning letters consisted of television, digital television and radio broadcasters. The types of problematic programs include infotainment programs, news, TV series, advertisements, variety shows, reality shows, talk shows, movie, tv films, religion, sports and advertorials. Problematic broadcasts generally violate the interests of children. Both due to violation of broadcast hours and also violations of norms. The existence of a second letter of warning indicates that the six television stations that received the first written warning have not yet made improvements to their broadcast content. Likewise with television stations that receive warning in the form of temporary suspension of their problematic programs. The repetition of mistakes made by television stations until they receive the next warning shows that violations of the P3SPS that have been determined are still being carried out. These factors can come from a lack of understanding or neglect of the contents of P3SPS by the event production party.

The release of warning letters against problematic broadcasts issued by KPI is a clear evidence of efforts to improve and supervise broadcasting that is still being carried out well. However, further studies are still needed to see and examine the ongoing efforts to monitor KPIs and the phenomenon of broadcasting problems that still arise.

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