

Broadcasting Ethics in Dangdut Academy 4 Indosiar Indonesia

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Abstract: This research aims to describe the control performed by the Indonesian Broadcasting Commission (KPI) and the production team of Dangdut Academy 4 (DA4) program in Indosiar, in fulfilling the existing rules in P3SPS (Broadcasting Code of Conduct and Standards of Broadcasting Program), which become the ethics of broadcasting in Indonesia. However, the making of P3SPS made by the Commission, is a medium to educate the public in providing information, education, good entertainment, control, and social adhesive through broadcasting standard rules. This research is important as recommendation to KPI and all TV stations in Indonesia to make good program in sustainability broadcasting development in the future. The findings of this research were the control of the Commission done by their analyst team that is continuously monitoring the broadcast content. Besides, the analyst team, the Commission also received input or information from the community about the potential violation of P3SPS from a television program. While, the control of DA4 production team is done in several ways, among others a briefing of P3SPS rules to all the production team and performers and controlling during rehearsals before the shooting or live broadcast.

1 INTRODUCTION

Indonesian Broadcasting Commission on February 20th, 2017 gave a broadcast suspension for two days (February 27th and 28th, 2017) to Dangdut Academy 4 (DA'4) program in Indosiar (Indonesia television channel). The temporary suspension was because of Indonesian Broadcasting Commission's judgment. According to them, Dangdut Academy 4 on February 14th, 2017 violated the Broadcasting Code of Conduct and Standards of Broadcasting Program (P3SPS). Violations committed in the form of a rough phrase and insults by one of the performers. Following the provisions contained in P3SPS, harsh and verbal expressions should not appear on television (KPI, 2017).

Giving sanction to the television programs that violate P3SPS is a function of the Commission. It is mandated in Law of Republic of Indonesia Article 8 Paragraph 2a No. 32 of 2002 on Broadcasting. Sanction of suspension of program impressions DA4, as a form of the Commission control for TV program managers always make P3SPS as a guide in running the program broadcast. As an institution that oversees broadcasting in Indonesia, the KPI wants to make sure that all the TV programs do not violate P3SPS.

The P3SPS is a broadcasting code of conduct and broadcasting standard made by the Indonesian Broadcasting Commission, containing what the broadcasters may and should not do. In addition, the purpose of making P3SPS for broadcasters is to perform its functions as mandated in broadcasting law No 32 year 2002, as a medium of information, education, good entertainment, control, and social adhesive (Ardianto, E., Komala, L., & Karlina, 2017).

The making of P3SPS by Indonesian Broadcasting Commission which is a mandate of this broadcasting law is in line with the socio-cultural which contains as a shaper, mirror, packer, teacher, ritual, or even God (Ibrahim, I. S., & Bachruddin, 2014). In this perspective, impressions on TV can affect the audience.

The Dangdut Academy 4 program is a talent search program for dangdut singer on Indosiar. It is a continuation of the previous Dangdut Academy program. The DA4 aired on Indosiar from January to May 2017 fulfilled the criteria as a potential program that could violate P3SPS. The program is indicated as potential program that could violate P3SPS, because it contains gimmick and erotic dance that lead to pornography. This research focused on the controls performed by Indonesian Broadcasting Commission

and production team so that the DA4 show does not violate or comply with P3SP.

2 METHODOLOGY

The data were collected by interviewing several members of DA4 production team and Indonesian Broadcasting Commission who were in charge of broadcast content monitoring. Five people were from the DA4 production team. They were the Executive Producer Program of DA4, as a man who responsible the program. The Program Producer who runs the DA4 program every day. The Program Director who was responsible for shooting or choosing the image that appears on the television screen viewers will see. The Creative Team who is responsible for designing the contents of the DA4 program; and one of DA4 hosts, and one from Indonesian Broadcasting Commission who becomes coordinator of broadcast content monitoring field.

This research used the qualitative approach with descriptive qualitative. Moreover, qualitative descriptive is done on case study, focusing on a particular unit of various phenomena (Bungin, 2011). The sanction of suspension of the DA4 show for two days, on February 27th and 28th, 2017, as a result of violating P3SPS is an interesting case. Sanctions were given directly to the termination of views, not the accumulative of first warning, second warning and so on. The exploration was conducted deeply on how Indonesian Broadcasting Commission and production team control for DA4 show no longer violate P3SPS.

Besides interviews, data collection was conducted by observing participation for three months, from February to May 2017. Researchers were involved in the production process of DA4 programs, ranging from pre-production, production, and post-production. Data obtained from interviews and field notes were then analyzed by coding in three stages, open coding, pivot coding, and selective coding. The validity of data used triangulation of source and method (Gunawan, 2013).

3 DISCUSSION

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3.1 Internal Monitoring of Indonesian Broadcasting Commission and Public Complaint

The Indonesian Broadcasting Commission has two models for monitoring television programs in Indonesia. First, the supervision performed by Indonesian Broadcasting Commission. To monitor all broadcast television programs, including DA4, Indonesian Broadcasting Commission formed an internal monitoring team called broadcast content analysts working for 24 hours. The current number of broadcast content analysts is 92 people, who work in four shifts. One shift lasted six hours. Currently, 15 national television networks and 3 television subscriptions were supervised by the Commission. Beside analyst team, Indonesian Broadcasting Commission also has six broadcasting content monitoring experts and an expert coordinator. Moreover, Indonesian Broadcasting Commission has nine expert staff or assistant commissioner.

The task of the analyst is watching television and recording all impressions that consider violating P3SPS. The results of the analyst team are then recorded to calculate the potential number of violations. The potential violation data are then submitted to the editing personnel to cut or edit the content that is potentially violating P3SPS. The snippet of the image is evidence of potential violations that will be further investigated or verified by six experts. After examining the evidence, the experts will determine the type of violation. The expert coordinator will re-verify and give final validation to the analysis results before submitting to four commissioners of Indonesian Broadcasting Commission who are in charge of broadcast content and its expert staff. The commissioner then conducts a plenary session to decide whether or not to impose sanctions. The plenary session is held every Wednesday.

The second monitoring model is a complaint or a report from the public on P3SPS violations by television. Reports or complaints from the public will be followed up by Indonesian Broadcasting Commission if there is evidence of impression on P3SPS violations committed by television. Based on the evidence, Indonesian Broadcasting Commission decides whether or not there is a violation of P3SPS. If a violation is found, a sanction is imposed according to the type of violation.

There are several stages in follow up the community complaints. First, Indonesian Broadcasting Commission will seek evidence by examining the publicly reported complaints. The

evidence is recorded and collected by the editorial team owned by Indonesian Broadcasting Commission. Then, their expert inspects and verifies the evidence and determines the type of violation. The results of the assessment of experts will be reviewed by the expert coordinator before submitted to the commissioner of broadcast content monitoring and expert staff. Finally, the commissioner conducts a plenary session to decide whether there should be sanctions for broadcasters or not.

3.2 The Immediate Stop of DA4 Due to Rude and Insulting Comment

The two-day sanction of DA4 on February 27th and 28th, 2017 was imposed by Indonesian Broadcasting Commission on February 20th, 2017. The sanction was based on public complaints to the Commission on the DA4 show on February 14th, 2017 which violates P3SPS rules. The Commission followed up the complaints because there was evidence of violations against P3SPS. Moreover, the Commission saw that the evidence of violation has become viral in social media.

Upon the appearance of these infractions, Indonesian Broadcasting Commission called Indosiar as the television channel that broadcasted DA4 show to clarify the presence of inappropriate word of *anjing* (dog). *Anjing* or Dog can be included as sarcasm. Moreover, it contains rude and insulting word.

As a result, Indonesian Broadcasting Commission imposed sanctions of two-day termination for DA4 on February 27th and 28th, 2017. The sanction is a maximum for a violation of P3SPS. Indonesian Broadcasting Commission rated that DA4 has violated Article 24 No. 2 of 2012 on Broadcast Program Standards. Article 80 of Broadcast Program Standards states if broadcasters violate Article 7, 23, 24, 28, 30, 48, 50, 57, 58, and 70 Broadcast Program Standards, it will be immediately discontinued without giving warning letters (KPI, 2016).

3.3 Workshop and Briefing of P3SPS

Some DA4 production teams, such as executive producer, program director (PD), and creative team understand P3SPS as a guidance and reference for television content. They have attended the P3SPS school which is regularly conducted by Indonesian Broadcasting Commission, so accordingly they understood what should appear or not appear on television. While other members of the production team, such as camera designers, sound designers, and field directors have not attended P3SPS school. To

balance the understanding of P3SPS, especially for those who have not attended P3SPS School, the production team held one day workshop. The purpose of this workshop is to explain P3SPS and what things are prohibited from appearing in television.

Beside the workshop, the production team held a briefing before the shooting to explain P3SPS to all crew and performers. This briefing was done before rehearsal or on the sidelines of rehearsal. Briefing on the sidelines of the rehearsal aimed to find things considered violate the rules of P3SPS. After the case of DA4 on February 14th, 2017, Indonesian Broadcasting Commission representatives were presented by the production team to explain P3SPS rules to crews and performers.

3.4 Control during Rehearsal or Training

Before the live broadcast, the production team, crew, and performers always rehearsed or exercise. Rehearsal started at 3 pm or four hours before the live broadcast which started at 7 pm. In the rehearsal, it can be seen things that potentially violate the rules of P3SPS, as well as taking pictures with the camera. If any potential violator was found, such as the clothing then it should be changed. Whereas if the dance of backup dancers or performers potentially violated P3SPS, it must be omitted during the broadcasting.

3.5 Control through Performer

The main strength of the DA4 program lies in conflicts, gimmicks, and jokes among the performers, hosts, and judges. Conflict as gimmick is deliberately created by the production team to make the program more interesting. However, one of the keys to a successful television program is the conflict (Gross, L., Gross, B., & Perebinosoff, 2005). Therefore, the reason that DA4 production team always created conflict between the performers is to make the program more interesting. However, conflicts, gimmicks, and jokes created a potential violation of P3SPS rules. Sometimes when the performers had a joke, they unconsciously spoke inappropriate words. Unwittingly there was harassment of one of the performers. Also, there were inappropriate scenes that potentially violated P3SPS.

The control of the performers was done in various ways. First, direct control by installing headset or earpiece to all the performers, so they can hear the voice of the production team in the master control studio. During the live broadcast, the creative team is in the master control studio. They control the

performers for spontaneous speech, action, scenes, jokes, and gimmicks, which potentially violate P3SPS rules. If there are potentially infringing things, the creative will give feeding or notification via a microphone that is instantly heard by all the performers. Second, controlling with the cue card or large paper to instruct the performers. Cue card contains notices or warnings to end or alter gimmick or dancing because of the potential violation of P3SPS.

For example, the final concert of the top 20 of DA'4 group 4 on March 17th, 2017. In the third segment, there was a remark from judges Rita Sugiarto about "*janda syariah*" (a shar'i widow) when commented on the appearance of one of the participants. The word was rated by the EP as potentially violating P3SPS, so then ask the creative team to remind the performers to be careful in joking. The creative team wrote "for all hosts to be careful when joking" on a cue card and showed to all the performers.

3.6 Control through Advertisement (Commercial Break)

Another form of control over the potential violation of P3SPS in DA4 is by cutting the broadcast and replacing it with the advertisement. This is done if the control via the cue card or notification via the headset is not successful.

3.7 Control through Picture

The DA4 production uses a multi-camera system with four to five cameras that are simultaneously taking a picture of a scene on stage. It simultaneously means there are many images captured by the camera to be selected by the director. The selected image must have no potential violation of P3SPS. The director must have a sharp eye in choosing a picture. In addition to careful eyes, speed in moving images or switches by the director is also required. If on the screen there is a potentially infringing picture of P3SPS, the director must quickly move the image taken by another camera, which meets the P3SPS criteria.

Carefulness and speed of moving this picture are the challenge for the director. The character of the DA'4 program, which is full of dangdut dance, often raises scenes that are potentially violating P3SPS as it leads to eroticism and porno-action as happened on March 9th, 2017.

The scene captured by the camera leads to pornography, so the director took a picture switch or

picture transfer to the viewer. The same was done during the final top 20 show DA4 group 5. One of juries, Iis Dahlia, wore an open-chest dress. During the broadcast, when Iis Dahlia commented the performer, the director took a picture only from her neck to the head so that the chest was not seen.

4 CONCLUSIONS

The Dangdut Academy 4 in Indosiar has been trying to serve a good entertain program as well as P3SPS rule. However, the analyst team from Indonesian Broadcasting Commission still finds several infringements in the content. According to the Commission analyst, those gimmicks and words from the show display erotism and tend to pornography action. The DA4 production team has supervised the content of the DA4 program in order not to infringe the P3SPS. The production team has done several ways. First, they do briefing and explain the P3SPS to the production team and performers. During briefing, they describe what should appear in a television show. Second, controlling during rehearsals before the shooting or live broadcast. During the rehearsal, there will be monitoring to see whether there are things that potentially violate P3SPS points, such as the performer's clothes, or the dance of dangdut singer or backup dancer. If it is found, the clothes will be changed, and the dance will be modified. Third, control by setting up headsets or earpieces to each performer and creating cue card with written instruction for the performer. If there is any potential violation of P3SPS, the production team will be alerted via headset or cue card. Fourth, control through advertising. Control through advertising is done if the notice via headset and cue card as well as previous points does not work well. The production team will cut the broadcast and replace it with the advertisement. Fifth, control through the selection of images by the director program. If there are images that potentially violate P3SPS, then the director immediately replaces the images with another image taken from another camera. This is possible because the production system uses multi-camera with four to five cameras, so the director has many choices of shooting images.

The phenomena of the research in broadcasting industries have been happening now, especially in Indonesia. Instead to make a good quality programs, TV precisely makes program that does not educate public. This matter becomes important because if it does not change, the broadcasting industries will create unhealthy public moral. Furthermore, the

media which should educate people by its content will become tools of development in sustain improper moral society because people imitate those performers in their shows. Even though, Indonesian Government has own of broadcasting and journalistic law, nonetheless it requires strong commitment from all parties to carry it out well.

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