

Local Content Program on Television

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Abstract: Strengthening local content in TV stations recently could be a significant in academic research in Indonesia considering that the frequency used for TV programs was public property -in accordance with Article 33 of the 1945 Constitution. The usage of this frequency, by law, was temporary and television broadcasters must used for the welfare and prosperity of the people. Television in accordance with the Broadcasting Law No. 32/2002 was also referred to as a public broadcasting institution that functions to serve the needs of the community through information, education, entertainment which was healthy, intelligent and educational. Academically, however, studies of local content in Indonesia have not been adequately conducted. This study aimed to determine the application of time allocation and hours of broadcast of local content on networked private national television in North Sumatra. This study also described media habits, attitudes and public responses to the North Sumatra local content program on TV stations. The results finding showed that local content of North Sumatra has not received attention and positive responses from the public. Most of the television stations which had a broadcasting spectrum in North Sumatra also still did not meet the 10% local content obligation.

1 INTRODUCTION

The topic of local content – which had multi perspectives in nature- has not received attention among Indonesian academics. The number of articles and scientific publications discussing this issue in Indonesia recently was still very limited. The same situation also actually happened at the international level for the past 10 years. The three guiding principles of media regulation and policy making in the United States, for example, were competition, diversity and localism. Of the three principles, localism was the least understood and the subject of study (Napoli, 2004). The quick literature review conducted, however, found the results of research and scientific publications both at the level of local content text (Downie & Kaiser, 2002; Dowler K, 2006; the process of producing local content (Jaffery, JB, Jacobson, LM, Goldstein, KM, Pribble, JM, 2006; Klinenberg, 2007) and the impact of local content (Nordin, M, 2018; Yan).

Another significant factor regarding broadcasting practices carried out by the television industry in Indonesia. Ideally, the television industry was an institution in which had responsibility to promote public interest rather than business and political

interests of the owner. Problems, however, usually arose when there was a conflict between these interests. Wisnu Prasetyo Utomo stated that, "Television recently was in tension between whether it had to carry out its social functions, or made accumulation of profits" (Yovantara & Utomo 2015: 213).

This paper explained the condition of local content of television programs in North Sumatra Province. Two questions can be asked: (1) To what extent were the implementation of time and time allocation on local content on national television networking and public broadcasting institutions in North Sumatra?, and (2) What were the media habits, attitudes and responses of public on North Sumatra local content views/programs on TV stations?

2 LITERATURE REVIEW

In the global level, studies on media globalization usually linked with local content. Sinclair (2004), for instance, saw media globalization as promoting cultural heterogeneity and program content diversification. McChesney (2004), however, analyzed this trend as a proliferation the hegemony of

American program content and popular culture. Bennet (2007) also stated that it was an illusion when the public assumes that the media system recently is formatted and directed to fulfill information needs.

From the perspective of public and ethnography media, model of media globalization was initially seen as an invasion of certain foreign programs and cultures against local cultures. Subsequent developments, however, showed that there was loyalty from the audience towards local content views on television (Sinclair, 2004, p. 78). Lee (2003: 50) furthermore showed a preference for local output when he stated; "There was no STAR TV channel that could match the popularity of Zee TV in India, which used Hindi and a hybrid approach." Similar condition also happened in Asian countries such as China and Taiwan and Latin America specially Brazil and Mexico (Curtin, 2005; Wang, 2003; Banarjee, 2003). Local channels such as Phoenix in China and Taiwan, TV Globo in Brazil and Televisa in Mexico dominated the local market. These studies have shown that local programming seems to be the preferred television choice where available in the local market.

Some literature reviews, further explored aspects of the development of concepts and ideas in fields such as media concentration (Just, 2009; Omachonu & Healey, 2009; Scott, Gobetz, & Chanslor, 2008; Smith, 2009; Yan & Park, 2009), or globalization at the community level (Chalaby, 2006; Moran, 2009), the redefinition of audiences in new media environments (Lapan, 2009; Livingstone, 2004) which in turn showed the importance of media localism. Some studies, also look at the impact, the production process and the application of local content/broadcast policies.

Localism or "local" had multi meaning. This concept, for instance, could be interpreted as a representative of the rural; traditional or indigenous society, the developing world; an ethnographic practice. Localism is conceptualized as a tool for realizing the diversity of information sources, perspectives and types of exposure in the media industry (Napoli, 2004). Locality was something related to identity, reinforcing the bond that makes them comfortable. Locality could be seen as a combination of institutional, social and cultural networks. The combination certainly different, but there will be similarities in certain things, such as language, religion, and origin.

Definition of local content contained in General Provisions Article 1 No. 15 Indonesia Broadcast Code of Conduct and Broadcast Program Standards (P3SPS) which is stated:

"Local programs are broadcast programs with local content that includes journalistic broadcast programs, factual broadcast programs, and non-factual broadcast programs in the framework of developing the potential of the local area and are carried out and produced by local regional resources and broadcasting institutions."

In the Indonesian Broadcasting Law No. 32 of 2002, in Chapter IV Article 36 paragraphs 1 and 2 states that the contents of the broadcast must contain information, education, entertainment, and benefits for the formation of intellect, character, morals, progress, strength of the nation, maintaining unity and integrity, as well as practicing the values of Indonesian religion and culture. Local content was also contained in the Broadcasting Code of Conduct Chapter XXV Article 46 concerning Local Broadcasts in the Network Station System which stated: "Broadcasting institutions in networked broadcast systems are obliged to broadcast local programs." Broadcast Program Standards (SPS) Chapter XXV regarding Local Programs in the Network Station System, Article 68 stated: (1) Local broadcast programs must be produced and broadcast with a duration of at least 10% for television and 60% for radio of all networked broadcast times per day; (2) Local broadcast programs at least 30% of them must be aired at prime time local time; (3) Local broadcast program must be gradually increased to at least 50% for television of all networked broadcast times per day.

The public in the United States claims to get more news from local television broadcasts than from any other source of information (RTNDA, 1998). The Kaiser Family Foundation & Harvard School of Public Health survey in 2002 found that 56% of American adults get "a lot" or "some" information about health problems from local television news.

Based on content, crime was a major topic in local shows in the United States. Crime rates in most US cities have declined over a decade, but local news broadcasts still appear to operate under the mantra, "if it bleed, it leads" (Downie & Kaiser, 2002). Some studies also look at media presentations on public issues such as crime (Dowler, 2003; Yanich, 2004) and health (Pribble, J., et.al, 2006) have significant relationships and consequences with public policy.

3 METHODS

This research used content analysis and survey. Content analysis used to examine local content views on television views/programs in North Sumatra. This method used to analysis real time news/programs of

15 station television to get an overall picture of the implementation of North Sumatra local content fulfillment obligations by TV station. Scope of content analysis included duration, placement of broadcast time, consistency of broadcast time, and content locality.

Survey, meanwhile, used to explore media habits and audience perceptions of local content which include intensity, response to local content of North Sumatra. Cross sectional survey was used to 300 respondent in Medan –largest town in North Sumatra Province- which randomly selected. The sample criteria in this study refer to the general characteristics of media consumers/audiences include age over 13 years, and watching North Sumatra local content on TV stations. Descriptive statistics using frequency distribution and cross tabulation were used to data analyse.

4 RESULTS

4.1 North Sumatra News on Local Television Program Views

North Sumatra Province was one of 34 provinces in Indonesia. Population of this province in 2018 was around 13 million people, consist of 33 local cities and became fifth largest province in Indonesia. In 2019 there were 15 national television stations that broadcast on the spectrum of North Sumatra.

Table 1: National Television which broadcast in North Sumatra Province (2019)

Name of Television	Owner
Indosiar	PT. Indosiar Visual Mandiri
MNC	PT. Cipta Televisi Pendidikan Indonesia
Trans TV	PT. Transformasi Televisi
Global TV	PT. Global Informasi Bermutu
RCTI	PT. Rajawali Citra Televisi Indonesia
SCTV	PT. Surya Citra Televisi
TV One	PT. Lativi Media Karya
Metro TV	PT. Media Televisi Indonesia
Trans 7	PT. Duta Visual TV Tujuh
NET	PT. Net Mediatama Televisi
INEWS	PT. Deli Media Televisi
TVRI	National Public Broadcasting
DAAI TV	PT. Daya Angkasa Andalas Indah Televisi
KompasTV	PT. Cipta Megswara Televisi
ANTV	PT. Cakrawala Andalas Televisi

Source: Secondary Data (2019)

Law No. 32 2002 concerning Broadcast has mandated that local programs must be produced and broadcast with a minimum 10% of the total duration of each television station per day. The duration of airtime, therefore, will vary depends on hours of broadcast licenses obtained by each television station. The broadcast duration is intended to ensure that the national television station meets the local information needs of the local community.

Table 2 data below shown that most television stations in North Sumatra still did not fulfill the 10% local content obligations. Fulfillment of this duration, only found on ANTV television stations, Global TV, and TVRI (20% from 15 television stations).

Table 2: Number of Print Media (all type) in Indonesia (2014-2019)

TV	Obligation of 10% broadcasting time/Day (min)	Duration of Local Content (min)	%
Indosiar	144	60	42
MNC	144	133	92
Trans TV	144	50	35
Global TV	144	150	104
RCTI	144	136	94
SCTV	144	46	32
TVOne	144	60	42
MetroTV	144	34	24
Trans7	144	109	76
NET	144	60	42
INEWS	144	43	30
TVRI	144	142	98
DAAI TV	105	34	32
KompasTV	144	129	90
ANTV	144	150	104

Source: Research Data

Indonesian Broadcasting Commission Regulation Number 1/2016 Article 2 paragraph 1 stated that "Local Broadcasting stations of Private and Networked Broadcasting Institutions, oblige to deliver local broadcasts of at least 60% for Radio and a minimum of 10% for Television during productive hours between 05.00 am - 22.00 pm." This productive hour referred to the ideal airtime/prime time on television stations. This research, however, found that in general television stations have not placed local broadcasts on program priority scales. Most of television stations put local broadcasts on what audience called as "ghost hours" or at dawn when people are resting.

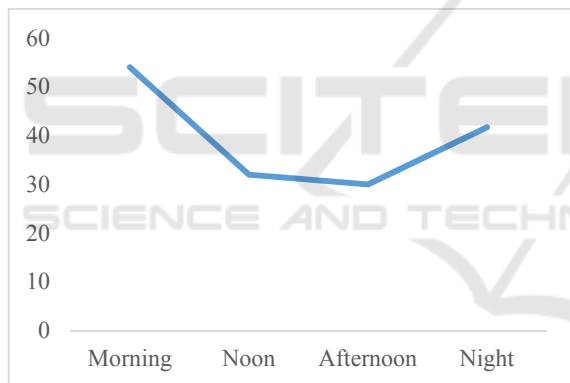
This condition also happened with specific North Sumatra programs in televisions such as Medan News (Indosiar), Pesona Sumut (Trans TV), Pelangi Sumut (Global TV), Warna Sumut (Trans 7). All these local

programs viewed from 02.00 am to 04:30 am West Indonesia Time. The calculation of the advertising revenues was generally a major consideration that makes television stations reluctant to place local broadcasts at prime time hours.

4.2 Media Habits and Audience Response on Local Content Views

The results indicated that 67% of the population watch television every day or almost every day in Medan. Audience, furthermore, had a pattern of watching television every day. Most of audience usually watched television in the morning, then decrease during the day activities. This habits increased (again) in the afternoon and reached its high intensity at night. In the night, especially from 19.00 to 22.00 pm Indonesian local time was the prime time zone for television industry to broadcast their prime/main programs.

Chart 1: Percentage of watching TV in week (average)



Based on the program watched, audiences in Medan generally like television program which is related with local information/news and talk shows. The intensity of watching these programs was much higher compared to other types of television shows. Local content programs have not yet gained a prominent place among viewers in the city of Medan. There were two programs that have a more dominant audience share than the others, *Sumut Dalam Berita* (TVRI) and *Wajah Sumut* (Metro TV). These programs broadcast in proper time (in noon to afternoon everyday).

Table 3: Type of program which being watched

Program	f	%
Soap Opera	87	29
Talkshow	48	16
Variety/Reality	36	12
News	96	32
Film	18	6
Others (cartoon, music, sports)	15	5
	300	100

Source: Research Data

5 DISCUSSIONS

Audience survey results saw that audience share of local content program in television was very low. This was a classic problem in media economics studies. It was always mentioned that lowest audience share, in turn, would make very difficult for the program neither to gain nor increase advertising revenue. In media studies, also it was always mentioned that a measure of the feasibility of a television program is "what is considered important by the public". This guideline, however, was not generally applicable due to capability of the media to set and construct "agenda, interests and priorities". If there was a commitment, then it would be easier for television to sell and perform the market/audience share of local content.

Other important findings from this survey were local content airtime, lack of consistency of airtime every day and non-fulfillment of local content obligations on television stations. Local content programs were generally aired at dawn every day (at 02.00 am). This television station policy certainly had a direct impact on the low audience share of local content. The results of the study also saw that local news was popular and preferred by audience in North Sumatra. This program, however, has not yet maximized the quantity and quality of its production by broadcasters.

6 CONCLUSIONS

This studies found that local content airtime, lack of consistency of airtime every day and non-fulfillment of local content obligations on television stations. This study, therefore, recommended the need for moderate airtime for local content on television stations (from 11:00 to 17:00 in the afternoon West Indonesian Time). This time allocation, based on

research results, is believed to make it easier for North Sumatra audiences to access local content and at the same time not eliminate the prime time allocation owned by broadcasters.

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