

# Regional Legislative Access in Optimizing The Presentation of Local Content in Broadcasting Institutions

<sup>1</sup> MAHI M. HKIKMAT, <sup>2</sup> ANDANG SAEHU

<sup>1,2</sup> Universitas Islam Negeri Sunan Gunung Djati, Jln. A.H. Nasution No. 105 Bandung, Indonesia  
correspondence author: mahihkikmat@uinsgd.ac.id

**Abstract.** Local contents in broadcasting institutions, both local broadcasting stations (SPL) and network station systems (SSJ), still face a problem. An effort to encourage the existence of local content in broadcasting institutions can be done by regional legislative institutions (DPRD). The implementation of the regional legislative function in encouraging optimization of local content existence in broadcasting institutions is the main focus of this study. This study uses a qualitative descriptive method with an empirical juridical approach with study documentation subject of regional legislative functions in encouraging the existence of local content. The results of the study show that optimizing the function of regional legislative is significant in encouraging local content existence since they have access to The Regional Indonesian Broadcasting Commission (KPID) and Local Public Broadcasting Institution (LPPL). At least, there is an implementation model of DPRD functions in encouraging the optimization of local content actualization in Broadcasting Institutions, namely: Accessibility Model through KPID and LPPL & LPS Broadcast Network Models.

*Keywords:* legislative function, local content, broadcasting institution

## Introduction

In general, broadcasting in Indonesia is divided into two parts: local broadcasting institutions and national broadcasting institutions. A local broadcasting institution is a broadcasting institution established or domiciled in the local area (province and/or district/city) and coverage of local limited broadcasts in local service areas, while national broadcasters are broadcasting institutions domiciled in Jakarta with the coverage area of broad service areas to other provinces.

However, the presence of Law No. 32 of 2002 which departs from the spirit of realizing a just, equitable, and balanced national information order and an orderly, and harmonious condition of information, especially flow of information or messages in broadcasting between center and regions, between regions in Indonesia, as well as between Indonesia and the International world, has given rise to the networked broadcasting system. In other words, Broadcasting Law has a perspective that what

is meant by broadcasting institutions are Local Broadcasting Stations (SSL) and Network Station Systems (SSL) replacing national broadcasting institutions. Local Broadcasting Stations are stations being set up in certain locations with limited coverage areas and have their studios and transmitters (Hartawan et al, 2018). A Network Station System is a work procedure that regulates broadcast relays regularly between broadcasting institutions.

The existence of the Network Station System in the Indonesian broadcasting system as mandated by Law No. 32 of 2002 concerning Broadcasting is not only aimed to prevent government control in and monopoly of broadcasting institutions but also to provide justice and space for broadcasts with local content (Primasanti, 2010). Networked television broadcast system realized in the spirit of democratization through a policy of decentralization in the broadcasting field. Networked television broadcast systems are identified with the fulfillment of content diversity and ownership as a prerequisite for democratic broadcasting. That becomes

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important because, according to (Lundy: 2008), any social reality broadcasts on television, but they still watch television because of the perceived escapism and social affiliation provided.

This is urgent given the fact that national broadcasts are dominated by Jakarta television, particularly Jabodetabek content (Jakarta, Bogor, Depok, Tangerang, Bekasi). Whereas, Indonesia is not only about Jabodetabek, but also it stretches from Sabang to Merauke. Indeed, challenges of contemporary broadcasting institutions beside media conglomerations (agglomeration) that led to the creation of information homogenization, weak regulation (regulator) of broadcasting with the presence of digital technology (Internet), also the dominance of oriented "Jakartanan" programs and foreign (abroad) shows and lack of local programs. Although in the view of Ri'aeni (2017), it is a logical consequence and something inevitable in encouraging the development of the media industry. Indeed, as Surokim said (2012), national television has a larger and wider coverage and service area which dominates the acquisition of advertisements and the number of TV viewers.

Network Station System that covers the area of West Java, for example, should air local content of West Java. According to Hikmat (2018), it means since the fact that the broadcast is in West Java, then West Java content must be a dominant part of broadcasting programs. West Java is not only Bogor, Depok, Bekasi, but also Karawang, Purwakarta, Subang, Sukabumi, Cianjur, Bandung, Cimahi, Garut, Tasikmalaya, Banjar, Sumedang, Majalengka, Kuningan, Cirebon, and Indramayu.

Any broadcasting institution that covers regional service areas (provinces and/or regencies/cities) in West Java has an obligation to air local content of culture areas. What is meant by local culture is not only local art, but also other strategic aspects exist in service area ranging from social facts to creative works and natural resources (Hikmat, 2017). According to Setyaningsih (2016), the information presented on national television is not always relevant and beneficial to the people in the region. The dominance of news about the capital city is not always a relevant condition of the audience in each region.

Local broadcasts have activities of (1) Planning and producing programs (programs); (2) Preparing/holding a program;

(3) Preparing a pattern of events, either daily (rundown), weekly, monthly, quarterly, semi-annually, and so on; (4) Organizing artistic and journalistic broadcasts; (5) Establishing cooperation with other broadcasting institutions; (6) Establishing cooperation with production houses; (7) Carrying out research and development; (8) Organizing education and training in human resources. Local content that contains local culture can be used as a filter to absorb and cultivating a foreign culture that is published to the public through mass media (Setyaningsih, 2017).

Two local broadcasting institutions have a role in broadcasting local content: LPPL (Local Public Broadcasting Institutions) and LPS (Private Broadcasting Institutions). LPPL According to Saputra (2018), it can provide health information, education, and entertainment services and preserve local culture for the benefit of the entire regional community. Moreover, for regions with a large population and wide area such as West Java, having LPPL Radio and Television is considered very important since it is a regional asset in information development and communication technology aligned with the vision and mission of each region.

LPPL Radio and Television is a center of main information in development, management, and utilization of information and communication technology for community services in the context of maximizing the welfare of people, accurate, fast and reliable. It is also regional information management that will guarantee public access to information on regional government development programs as part of transparency and accountability of regional apparatus, as well as information on the performance of Regional Legislative (Yantos, 2015).

Article 7 of Government Regulation No. 11 of 2005 concerning the Implementation of Public Broadcasting affirms that Local Public Broadcasting Institution is a broadcasting institution in a form of a legal entity established by regional government with the approval of Regional People's Representative Council on people's suggestion. Public Broadcasting Institutions are oriented to the needs of the community by obliging to protect the right of citizens to obtain information, not as an object of a broadcasting industry (Hadiyat, 2016).

LPPL TV and Radio of local governments have an important role for regional development, which are: (1) Prioritizing actual, critical, quality, and developing

information within the framework of modern, civilized, and heterogeneous community development; (2) Becoming a positive driving force of economic, political, social, cultural, educational, religious, and development activities in regions; (3) Supporting and succeeding regional vision and mission; (4) Providing reliable information services that can be a reference and means of social control of the local community; (5) Developing educational broadcasts to enlighten, educate, empower, and encourage community creativity within the framework of building nation's character; (6) Organizing broadcasts purposed to exploring, preserving and developing nation's culture, providing healthy entertainment for families, shaping nation's character and identity in mid of globalization; (7) Organizing broadcast programs in accordance with the culture of nation in general and regions in diversity that exists in society in particular; (8) Improving the positive image of nation in general and in particular regions.

Government Regulation No. 50 of 2005 Article 14 states that contents of broadcast television broadcasting services, which are organized by Private Broadcasting Institutions, must contain at least 60% (sixty percent) local programs originating from the region out of total amount of broadcast time every day. Then in Article 16, it is added, regional languages can be used as a language of instruction in organizing local content broadcast programs and if needed, to support certain subjects. To gathered information to improve her teaching skills and develop her ability to communicate (Ahmadi, D. & Yanuarti, 2020).

These provisions must be upheld for regional local content to be well developed. It departs from the awareness that the influence of broadcast content on opinions formation, attitudes, and behavior of the audience is substantial. Broadcasting institutions have often been accused of being one of the dominant aspects for negative opinions, attitudes, and behaviors, including in the context of the development of local culture (Supadiyanto, 2015).

That reality, among other things, has encouraged the government to provide adequate access for public to participate in correcting broadcast content towards healthy broadcasting. The existence of Regional Indonesian Broadcasting Commission (KPID) is part of community participation

manifestation in broadcasting, both as a forum for aspirations and form of interests of the community. Political legitimacy for KPID position in state life is expressly regulated in Broadcasting Law as an independent state institution. KPID has the authority and duties as a "technical" regulator, as well as carrying out supervision and enforcement of broadcasting rules, receiving public complaints and following them up, and also imposing sanctions on broadcasters whose broadcast content contradicts or violates the laws and regulations (Hidayat, 2018).

Regarding the relation of DPRD and broadcasting institutions in regions, either local public broadcasting institutions (LPPL), private broadcasters (LPS), and KPID as holders of regulations, supervision, and sanctions for broadcast content broadcasting institutions, Regional People's Representative Council (DPRD) as a legislative institution in regions has sufficient accessibility. DPRD's strategic function is to channel aspirations, receive complaints, and facilitate the resolution of people's problems (Djauhari, 2015). DPRD as a representative institution in the region is a vehicle for implementing democracy based on Pancasila (Fitri, 2015). In the context of encouraging local content in broadcasting institutions, DPRD has high access to participate in the form of escorting through three functions of DPRD, namely, making Local Regulations, conducting oversight, and making Regional Budget Revenue and Expenditure (APBD) policies.

The purpose Study of *Regional Legislative Access in Optimizing The Presentation of Local Content in Broadcasting Institutions* is to describe access of DPRD according to Broadcasting Law Number 32 of 2002 related to the appointment of KPID which has main duties and functions of regulation, supervision, and the imposition of sanctions on broadcasting institutions and formulating a model for DPRD function implementation in encouraging optimization of local content actualization at Broadcasting Station (SSJ) and Local Broadcasting Station (SPL) broadcasting institutions. With this system, according to Budiman (2012), the democratization and decentralization of broadcasting is carried out through diversity of ownership and diversity of content.

The function of DPRD is not only stated in Local Government Law but also in Broadcasting Law, which is the function of carrying out a fit and proper test and

receiving reports from Regional Indonesian Broadcasting Commission (KPID). In addition, the DPRD can also legitimize the existence of Local Public Broadcasting Institutions (LPPL) through Regional Regulations. These functions give DPRD great access to participate in controlling the content of broadcasting institutions.

As a regional legislative body, the DPRD has an obligation to develop regional potentials. This is in line with the obligations of broadcasting institutions that broadcast in the regions, both the Network Station System (SSJ) and the Local Broadcasting System to present local content. Therefore, DPRD has great access to optimize local content in broadcasting institutions. This access can be utilized if the DPRD implements its function as it is stated in the Broadcasting Law. DPRD can create a model to implement its function within the framework of optimizing the existence of local content in broadcasting institutions.

## Research Methodology

This study uses a qualitative approach with descriptive method. Qualitative methods that are opposite of reality (communication) are multiple, complex, pseudo, dynamic (easy to change), constructed, and holistic, real truth (Mulyana, 2002). Descriptive research is a research method that seeks to describe and interpret objects according to what they are (Moleong, 2001). The data used as a material of this research are divided into two: primary and secondary data. Primary data is data of subject of research, namely documents related to the implementation of regional legislative functions such as laws and regulations relating to the function of the DPRD, and other policies relating to efforts to encourage local content in broadcasting institutions. Meanwhile, secondary data is supporting data in the form of data about KPID in monitoring local content and broadcasters in broadcasting local content.

Data collection techniques are carried out through documentation studies, especially of Law No. 32 of 2002 concerning Broadcasting, Law No. 23 of 2014 concerning Regional Government, Broadcasting Behavior Guidelines, and Broadcast Program Standards. An internet search is conducted to obtain data related to the presentation of local content in broadcasters and written documents in the form of research results, e-books, and other sources that can be used as references.

Focus Group Discussion is conducted with members of Commission 1 DPRD, KPID Commissioner, and several broadcasting institution managers.

In general, since this research uses a qualitative method, then the data analysis used is inductive. Data analysis is the data simplification process into an easier form to read and interpret. Data analysis is a process of organizing and sorting data into categorizing patterns and basic description unit until it finds a theme and work hypothesis formulation as suggested by data. In qualitative research, data analysis is done in a process, which means the implementation has begun since data collection is done and working intensively right after leaving the field.

## Results and Discussion

### The Existence of DPRD on Broadcasting

Speaking about the broadcasting world in Indonesia cannot be separated from the existence of Broadcasting Law Number 32 of 2002 concerning Broadcasting. The law becomes the main regulation governing the existence of the broadcasting world in Indonesia which subsequently became a reference for the birth of various regulations on broadcasting, either government regulations, regulations of the Indonesian Broadcasting Commission, and other implementing regulations.

If it is traced based on the composition and position of statutory regulations in Indonesia, the existence of Broadcasting Law is a "translation" mandate of the 1945 Constitution. Based on an in-depth examination of contents of 1945 Constitution, it is found that the source article of the birth of Broadcasting Law is Article 28F whose contents are as follows: "Everyone has the right to communicate and obtain information to develop his personal and social environment and has the right to search, obtain, possess, store, manage, and convey information using all types of information on available channels".

Even in the view of some parties of scientists and broadcasters, the existence of Broadcasting Law No. 32 of 2002 cannot answer the growing problems, especially those related to development of information technology in 4.0 Revolution movements. According to Cjuchro (2010), revision of Broadcasting Law will involve main triangle of



broadcasting world: government, broadcasting industry, and society. The three parties have different visions when looking at the future of broadcasting world. The government is represented by the Ministry of Communication and Information; broadcasting industry is divided into two divisions, and public is represented by KPI. The government wants centralization of broadcasting world, or at least, getting back the licensing authority that all this time has been shared with KPI. The government wants to be a sole regulator of broadcasting infrastructure, including in the establishment of networked station systems.

Explicitly and implicitly, Law No. 32 of 2002 concerning Broadcasting provides access to Regional People's Representative Council (DPRD) through mandate in several articles. For example, the formation of an independent institution with main duties and functions to regulate broadcast content and broadcasting institution infrastructure, namely Regional Indonesian Broadcasting Commission (KPID) at provincial level. This implies that provincial DPRD has access to broadcasting, including in presentation of local content for both Network Station System (SSJ) and Local Broadcasting Station (SPL). However, for Regional People's Representative Council (DPRD) at regency and/or city level, Broadcasting Law expressly does not provide access, although it cannot be said to be completely closed.

Article 6 of Broadcasting Law states that: (1) Broadcasting is carried out in a national broadcasting system; (2) In national broadcasting system, state controls radio frequency spectrum used for broadcasting in order to maximize people's prosperity; (3) In national broadcasting system there are broadcasting institutions and a fair and integrated network pattern developed by forming network stations and local stations; (4) For broadcasting, a broadcasting commission shall be formed.

The broadcasting commission is explained in more detail in article 7 as follows: (1) broadcasting commission is Indonesian Broadcasting Commission or KPI; (2) it is an independent state institution which regulates all about broadcasting; (3) KPI consist of Central KPI formed at central level and Regional KPI formed at provincial level; (4) implementation of Central KPI functions, duties, authorities and obligations of supervised by House Representatives of Republic of Indonesia, and Regional KPI supervised by Regional House of

Representatives Council of Provinces.

The article said that Provincial DPRD has direct access to Provincial Regional KPI with an obligation to supervise Provincial Regional KPI. This is in line with the main functions of Provincial DPRD which are making Regional Regulations, budgeting and supervising. In this context, besides overseeing wheels of government led by Regional Head and Deputy Regional Head and assisted by Regional Apparatus, Provincial DPRD also supervises the "performance" of Provincial KPID in carrying out its duties and authorities.

Moreover, Article 8 of Broadcasting Law also emphasizes that KPI is a form of community participation functions to accommodate aspirations and represent interests of the community in broadcasting. This is relevant to the existence of DPRD in which, politically, members of DPRD are representatives of people since they were elected directly by people through General Election, so that the main and biggest task of DPRD is to represent the will of people, including providing guarantees for life improvement of all people, especially in regions. 'People' here refer to various categories in broadcasting communities which in this article are represented by KPID. Although oversight authority of KPID is carried out by DPRD as mandated by Article 7 of Broadcasting Law, it also implies that main function of DPRD supervision should also be prioritized in conducting oversight over Regional Government.

DPRD monitors KPID's performance in exercising its authority and duties. Article 8 of Broadcasting Law also mandates that KPI (part D) has the authority to a. set broadcast program standards; b. formulate regulations and establish guidelines for broadcasting behavior; c. supervise the implementation of broadcasting regulations and code of conduct and broadcast program standards; d. give sanction/penalty to violations of regulations and guidelines for broadcasting behavior and broadcast program standards; e. coordinate and/or cooperate with government, broadcasting institutions, and society.

Meanwhile, the duties of KPI (part D) are as follows: (a) guaranteeing appropriate and correct information in accordance with human rights for the public; (b) assisting in regulating broadcasting infrastructure; (c) building a healthy competition between broadcasting institutions and related

industries; (d) maintain a fair, equitable, and balanced national information structure; (e) accommodate, examine, and follow up on complaints, objections, as well as public criticism and appreciation of broadcasting; and (f) arrange human resource development plans that guarantee professionalism in the broadcasting field.

For Provincial DPRD, supervisory authority over the performance of Provincial KPID can be said to be an additional function of supervision task of Provincial DPRD as mandated by Article 100 of Law No. 23 of 2014 concerning Regional Government. The article regulates that (1) Supervision function is realized in the form of supervision on a. implementation of provincial regulations and governor regulations; b. implementation of other laws and regulations related to the implementation of Provincial Government; and c. implementation of follow up results of financial statements examination by Supreme Audit Board; (2) In exercising supervision implementation results of audits on financial statements by Supreme Audit Board, provincial DPRD is entitled to obtain reports on results of financial audits conducted by Supreme Audit Board; (3) Provincial DPRD conducts discussions on reports on results of financial statements audit; (4) Provincial DPRD can request clarification on findings of examination results of financial statements from Supreme Audit Agency. With the mandate of supervision as stipulated in Article 7 of Broadcasting Law, oversight function of Provincial DPRD has increased with the same vision to fight for life improvement of regional people (DPRD Jawa Barat, 2013).

Broadcasting Law, other than provides additional oversight functions to Provincial DPRD, also enhances additional budgeting functions of Provincial DPRD related to budget for funding activities of Provincial KPID. Article 99 of Law No. 23 of 2014 concerning Regional Government mandates that (Provincial DPRD) Budget Function is realized in the form of discussions for joint approval of draft Provincial Regulation on provincial APBD (regional budget) submitted by the governor; (2) Budget function done by (a) discussing KUA (general budget policy) and PPAS (Temporary Budget Plafond Priority prepared by governor based on RKPDP (Regional Development Work Plan); (b) discussing about provincial regulation draft on provincial budget; (c) discussing about provincial regulation draft on changes in provincial budget; and (d) discussing about

provincial regulation draft on accountability of provincial budget.

One of priority content of Provincial DPRD in APBD discussions is activities budget of Provincial KPID as mandated by Broadcasting Law. Article 9 paragraph (6) clearly mentions that central KPI budget comes from State Revenue and Expenditure Budget, while Regional KPI funding comes from Regional Revenue and Expenditure Budget (APBD). Therefore, if some provinces have inadequate Provincial KPID budget, let alone not provided, it can be said that Provincial DPRD (other than the regional head and deputy regional head) does not obey the law, in this case, Broadcasting Law.

Provincial DPRD accessibility is increasingly clear. Article 10 paragraph (2) of Broadcasting Law confirmed that Central KPI Members are selected by the House of Representative Council of The Republic of Indonesia and Regional KPI members are selected by Provincial Regional People's Representatives Council at people's suggestion through an open fit and proper test. The substance of the article explicitly states that Provincial KPID is "biological child" of Provincial DPRD because Provincial KPID was selected by Provincial DPRD.

Besides being juridical in appointing Provincial KPID, it also provides access to Regional Head through Article 10 Paragraph (3) stating that Central KPI Members are administratively determined by President at suggestion of House of Representatives of Republic of Indonesia and Regional KPI Members are administratively determined by Governor at suggestion of Council Provincial Regional Representatives Council. The substance also emphasized that Provincial KPID is part of Regional Government because it is a product of accessibility results of two institutions in Regional Government, which are Provincial DPRD and Governor as the head of region. Therefore, if it analogizes with law product, Provincial KPID position is as strong as Regional Regulation position. In this context, Regional Government must "protect" Provincial KPID so that they can carry on their duties and authority.

Provincial KPID Membership can be terminated due to various reasons (according to Broadcasting Law), which are: (a) term of office ends; (b) die; (c) resign; (d) imprisonment based on court decisions that obtain permanent legal force; or e. no longer fulfilling the requirements. The replacement

of Central KPI member is administratively determined by President at suggestion of House of Representatives of Indonesian Republic and Regional KPI member is administratively determined by Governor at suggestion of Provincial Regional House of Representatives Council. This completes the accessibility of Provincial DPRD and Regional Head to Provincial KPID.

Provincial DPRD accessibility on Provincial KPID as mandates of Broadcasting Law is reconfirmed in Indonesian Broadcasting Commission Regulation (PKPI) No. 11/KPI/P//PKPI/07/2014 on Indonesia Broadcasting Institution Commission. The affirmation is mainly in terms of (1) Supervision of Provincial KPID by Provincial DPRD; (2) Provincial KPID members are elected by Provincial DPRD; (3) Suggestion to obtain a Governor's decision letter made by Provincial DPRD.

Provincial DPRD accessibility is getting stronger when Article 18 of P-KPI on Institutions also orders that Selection Team for Regional KPI members should be held by Provincial DPRD. Regional KPI can suggest names of prospective members of Regional KPI Member Selection Team to Provincial DPRD. Selection Team for Regional KPI members consists of 5 (fives) person selected and appointed by Provincial DPRD with attention to elements representation of community leaders, academics/campus, provincial government, and regional KPI. Decree (SK) on Determination of Regional KPI Member Selection Team compiled and signed by Provincial DPRD. Decree (SK) on Determination of Regional KPI Member Selection Team is confirmed by Governor's decision letter made by Provincial DPRD.

It is explained again in Article 22 saying that competency tests done by Selection Team with Provincial DPRD agreement. Psychological tests are conducted by an independent institution appointed by Selection Team with Provincial DPRD agreement. Selection team submits competency test result of all candidates to Provincial DPRD using a ranking system. Competency test result as referred in paragraph (5) form a basis for Provincial DPRD to determine whom candidates will pass and continue to the next stage.

Article 23 explains that Provincial DPRD announces candidates who have passed the competency test and subsequently holds fit and proper test of Provincial DPRD. Candidates take fit and proper test 3 times or at least 2 times to determine number of

regional KPI members. Article 24 explains that fit and proper test is done by Provincial DPRD. Before conducting fit and proper test, Provincial DPRD hold public test on Regional KPID Member through announcement in print and electronic media. Public test aims to give a chance to public for submitting responses and input regarding prospective Regional KPI Members to Provincial DPRD. Public responses which accepted by Provincial DPRD within a period of 10 working days after the date of public testing of prospective Regional KPI Members will be announced in print and electronic media. Provincial DPRD then openly conducts fit and proper test.

Continues in Article 25 and 26 stating that Provincial DPRD choose 7 regional KPI Member who are selected based on ranking system. 1 to 7 rankings are selected candidates for Regional KPI Members and the next rankings are alternative candidates. Provincial DPRD submits fit and proper test result to be administratively determined by a Governor Decree. The results of fit and proper test shall be submitted by Provincial DPRD to Governor not later than 30 working days after completion of fit and proper test.

### **Implementation Model of DPRD Function to Encourage Local Content**

From the results of the study above, it can be mapped the existence of DPRD related to accessibility to encourage increasing local content in broadcasting institutions, both in Broadcasting System Network (SSJ) and Local Broadcasting System (SPL) (Faiziyah,2018). Three functions of DPRD are Regional Regulation Making, Supervision, and Budgeting which can be implemented in strengthening local content in broadcasting institutions. To strengthen local content in Network Station System (SSJ), DPRD can access KPID. Accessing the KPID is easy for Provincial DPRD since Provincial KPID is "biological child" of Provincial DPRD. Even after the formation, Provincial KPID still has a number of obligations to Provincial DPRD, while Provincial DPRD also has the authority over the existence of KPID, for example, in terms of supervising and budgeting functions.

Provincial KPID has duties to report all kinds of real work to Governor and DPRD, including exercising mandates duties/ obligation and utilizing the budget. This provision can also be "reversed" that DPRD has the authority to oversee, even correcting the performance of KPID. In fact, if there is

a mistake in performance of KPID, it is not impossible that DPRD would do some actions, although it is not clear what actions to be imposed on KPID. At the very least, DPRD will warn the KPID and ask the institution to focus their performance on the interests of local people since they use Regional Government's budget.

The existence of KPI (D) as institution that has a task to conduct surveillance on broadcasting activities is expected by public to be able to provide legal certainty in broadcasting field. This is done for public to obtain useful broadcast content. As a representation of society, KPI is expected to be able to guarantee the rights of people to obtain information freely and fairly and guarantee the independence of broadcasting institutions and involve the society in managing broadcasting institutions. KPI (D) is expected to be able to realize wishes of the society to obtain broadcast content that can foster public education and knowledge. Healthy and useful broadcast content is a measure for KPI (D) to exercise functions, duties and authority.

In optimizing local content on SSJ Broadcasting Institution, Provincial DPRD as people representatives can encourage Provincial KPID to be "serious" in overseeing local content and SSJ. It is a mandate of Broadcasting Law and P3-SPS that every SSJ requires to show local content on networked service area for at least 10 percent of broadcast time. Therefore, if an SSJ broadcasting institution does not obey the provisions, Provincial KPID can give sanctions. In fact, KPID can also initiate a meeting with SSJ to do joint agreements related to the fulfillment of local content.

In addition, DPRD can encourage KPID to be a facilitator that brings together SSJ Broadcasting Institution and local content provider agencies so that there will be a profitable relation between them. SSJ Broadcasting Institution informs local society, potency, and local resources. While enjoying that information, SSJ Broadcasting Institution has also local content as a result of highest creativity on popular culture until worth selling and produces good rating. If creative efforts are not made by Regional Government, DPRD, KPID, and local society to encourage the existence of local content in broadcasting institutions, it is feared that local content in the form of local culture and other local wisdom will be eroded. Broadcasting

institutions as written by Rachmiatie et al (2018) has power to strengthen/preserve or eliminate/weaken local culture through presentation of broadcast content which has tended to prioritize mass culture. Loss of local culture means loss of ethnic or national identity, or loss of multicultural Indonesia.

Although there is an improvement, there is also a publicist's attitude relating to the replacement plan of Law No. 32 of 2002 on Broadcasting, which is to eliminate the SSJ. Some crucial points in changing the Law No. 32 of 2002 that triggered a debate is new policies which negate Network Station System (SSJ), the limited authority of KPI (D) in contents of broadcasts, and a stronger role of government. Those are against the expectations of civil society who actually encourage the strengthening of SSJ and KPI to create a healthy and democratic broadcasting industry. Moreover, several important articles in Law No.32 of 2002 initiated the establishment of SSJ and KPI. Both are believed to be able to produce a diversity of content and ownership of the national broadcasting industry. Revision that eliminates SSJ obligations for private broadcasters is considered to have ignored the public interest of the broadcasting sector. Legislative Institution wants to keep a centralized system regardless of the spirit that has been built for the last 16 years to realize broadcasting democratization. Suspicion arises that there is an agreement between Government and LPS to ignore the interests of the broader broadcast industry.

The utilization of DPRD accessibility on KPID is not only done by Provincial DPRD and Regional Apparatus Organization (OPD) in Provincial stage, but also by DPRD of district/city and OPD in Provincial stage but cannot directly hold three functions as Provincial DPRD does. DPRD of district/city can directly access KPID for joining together in term of the same district/city OPD. Even cooperation built is not "vertical" as it can be done by Provincial DPRD.

Basically, the existence of Provincial KPID is quite significant for the society. Even Law No. 32 of 2002 about Broadcasting also emphasized that KPI (KPID) as a form of society participation serves to accommodate aspirations and represent the interests of society in broadcasting. Thus, KPID also functions to accommodate aspirations and interests of (regional) society on broadcasting. In this context, DPRD of district/city as



regional people representatives and district/city OPD as part of Regional Government who spin the wheels of regional government also have access to KPID. KPID can enforce regulations consistently and get help from local radio broadcasts to foster, maintain, and even build local wisdom and cultural/religious and national identity.

As exemplified by Ardiyanti (2011) and Juditha (2015), the presence of local television in Indonesia is driven by the spirit of regional autonomy. Various local wisdom so far has not been optimally rose in the form of audiovisual: hence, the presence of local television becomes an important solution. Local television should try their best to offer the best content of different local wisdom for society. Local television has a very important role in managing the change of nation's culture because it represents the identity and existence of local culture. Therefore, local TV must be able to absorb more of the dynamics of local community to be translated into media content. This arrangement can be initiated at the local level through the Regional Regulation of the DPRD initiative.

The community radio was born during the enactment of Law no. 32 of 2002. According to Hasandinata (2014), it is an evidence that the broadcasting world participating in the delivery of information needed by the community, either those concerning the aspirations of citizens, the government programs, and the development of local potential in the environment. It will be optimal if it is supported by adequate regulations.

The accessibility of DRPD can also be

built based on political party network and/or faction that is in Provincial DPRD. Even though there is no direct "vertical" relationship between district/City DPRD and Provincial DPRD, it can be done through faction network and/or political parties. Through functions of Provincial DPRD with aspirations of District/City DPRD and District/City OPD, local content is promoted by means of broadcasting institutions programs and through KPID based on a normative approach to SSJ that is still in the service areas of duty. The explanation above can be concluded in the accessibility model through KPID as described in figure 1.

### Conclusions

Based on analysis and discussion in aforementioned analysis, it can be concluded that the existence of DPRD is quite significant in encouraging the optimization of local content actualization at Broadcasting Station Network System (SSJ) and Local Broadcasting Station (SPL) through the implementation functions of DPRD which has great access to Regional Indonesian Broadcasting Commission (KPID) and Local Public Broadcasting Institutions (LPPL). There are at least two models of implementation function of the People's Representative Council in encouraging the optimization of local content actualization at SSJ and SPL, which are the Accessibility Model through KPID and Network Model of LPPL and LPS Broadcast.

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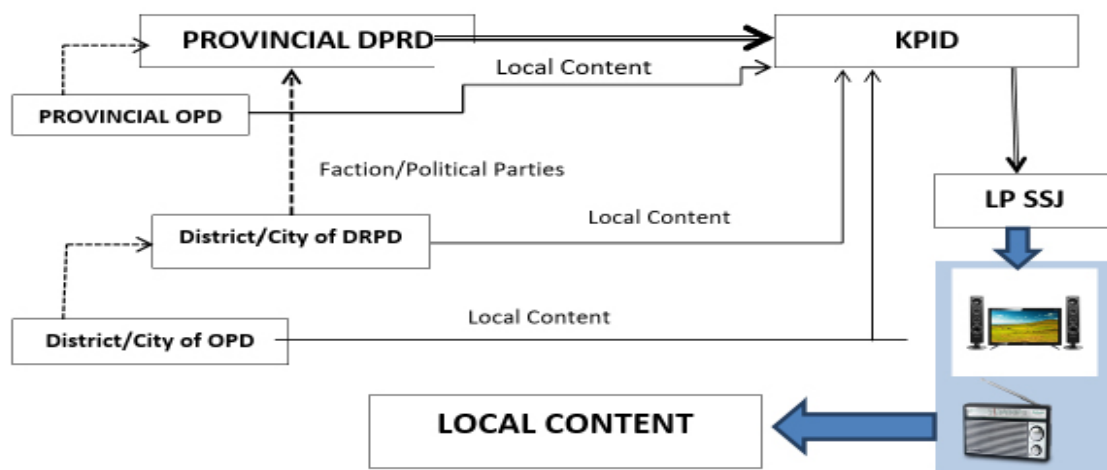


Figure 1  
Accessibility Models of KPID

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