

**This document is downloaded from DR-NTU (<https://dr.ntu.edu.sg>)
Nanyang Technological University, Singapore.**

Indonesia

Budiono, M. Kabul

2000

<https://hdl.handle.net/10356/102519>

Downloaded on 22 Mar 2023 05:24:53 SGT

Deutsche Welle – AMIC

Seminar On

RADIO AND THE INTERNET

COUNTRY PAPER – INDONESIA

jointly organised by



**Deutsche Welle Radio Training Centre
Köln, Germany**

and



**Asian Media Information
and Communication Centre (AMIC)**

River View Hotel, Singapore

3 – 8 July, 2000

I. INTRODUCTION

The progress of Indonesia's reform since 2 years ago, have brought about political and social changes. Radio Republik Indonesia – RRI – considered the reform era as a moment to change from just a mouthpiece of the government to be a public broadcaster which serves the public and national interest. On the transition process RRI, however, has to be able to embrace challenges, especially in the field of modern broadcasting technology. This country report briefly addresses the current broadcasting system in Indonesia, the opportunity and the challenge of using new information technology.

II. GENERAL REVIEW OF CURRENT BROADCASTING SYSTEM IN INDONESIA.

A. LEGAL FOUNDATION OF BROADCASTING IN INDONESIA

1. Broadcasting Law .

The law which regulates comprehensively the system and the broadcasting services in Indonesia is Broadcasting Law 1997. This first law on broadcasting clearly clarifies that the National Broadcasting system in Indonesia consists of Government Broadcasting Intitutions, Private Broadcasting Intitutions and Special Broadcasting Institutions. Since Presiden Abdurahman Wahid administration desolved the Information Department, the Law could not be implemented completely, one other things while the Law clarifies that RRI is a government agency under the Department of Information.

In other words, by the liquidation of the Department on Information the status of RRI and also TVRI is on the crossroad.

2. New Broadcasting Law.

As there are many regulations in Broadcasting Law 1998 which are not appropriate and relevant with the condition and the fast development of society and broadcasting activities, Dewan Perwakilan Rakyat (Parliament) under the pressure of broadcasting community including RRI, to take initiative to propose new draft of Broadcasting Law.

Broadcasting societies have made initial proposal for the establishment of Independent Broadcasting Commission which will be accountable to the public through the Parliament (DPR). The would be Commission has also the function to promote and develop broadcasting policy as well as to issues lisenca for private/commercial broadcasters.

B. CURRENT SITUATION OF RADIO REPUBLIK INDONESIA

1. The Status .

Radio Republik Indonesia, RRI, was established on September 11, 1945, 25 days after the proclamation of Indonesia Independence. Its status, according to 1997 Indonesia Broadcast Law, is the government institution, which has both domestic and overseas services.

In line with the reformation spirit since 1998, RRI has maintained its position as public broadcaster by improving the editorial independence and broadcasters professionalism.

In the past 2 years major changes have been made in the policy regarding RRI's news broadcasts. It is no longer the mouthpiece of the government but to be the voice of people interest.

2. Programmes

2.1. DOMESTIC SERVICES

Domestic Broadcast is transmitted through 52 stations located in Jakarta (National Station) and elsewhere in 25 capitals of provinces and 26 stations in capital of regencies. As the national radio network, Jakarta station, is the center of its broadcast. 10 times daily RRI Jakarta broadcasts national and international news programmes relayed by those regional stations all over Indonesia.

As public broadcasters, besides News, RRI also broadcasts education, culture and entertainment program with the purpose mainly to contribute to the development of values within the community and a sense of national purpose and identity, enhance the public's right to know through promoting pluralism and a wide variety of programming on matters of public interest as well as uphold the Indonesian Constitution, the rule of law, human rights and democracy.

Domestic Services consist of :

1. RRI Jakarta :

- National I : - providing a national service of news, information, culture and entertainment around the clock.
- National II : - providing a national service of educational program for 8 hours daily.
- Metropolitan I : - providing a metropolitan service of mainly information, culture and entertainment for general segment of the society living in Jakarta and surroundings.
- Metropolitan II: - providing music and information for specific segment. (young businessmen)

2. Regional Stations :

- Regional (Pro I) : providing a regional service mainly of information, education, cultural and entertainment for general segment of society.
- City Program (Pro II) : providing a local service (special program for those living in the city) mainly of information and entertainment.

2.2. OVERSEAS SERVICE

RRI's Overseas Services, known as **The Voice of Indonesia**, provides a wide range of programs 12 hours daily in Indonesian, Malay, English, Mandarin, Thai, Japanese, Arabic, French, German and Spanish. As an overseas service of RRI, The Voice of Indonesia seeks to foster international understanding of Indonesia and to reflect the nation's perspectives on the world. The service also try to reflect the multicultural nature and socio-economic diversity of **Indonesia society**

2.3. Current Condition.

2.3.1. Strength :

a. Broadcasting Network :

Radio Republik Indonesia has 52 located in Jakarta, provincial and municipal cities with 678 transmitters unit which able to cover neraly 90 % of Indonesia region.

b. Assets :

Up to October 199, the state assets managed by RRI stations worth more than Rp 263.2 billion.

c. Human Resources :

RRI employs 8,619 personel :

- Brodcasting Div : 2,854 personil

- Technical Div : 2,275 personil
- News Division : 1,405 personil
- Administrative : 2,085 personil.

This employees have generally had good working ethics and national insight while giving services to the society.

2.3.2. Weakness :

- a. Appropriate human human resources, but lack of profesionalism especially in their respective field.
- b. Limited operational funds.
- c. The organization's status and the organization's structure which are not efficient to support the task implementation as broadcasting media.

2.3.3. Opportunities :

- a. Political comitments to support the transformation of RRI to be Public Broadcasters.
- b. People's optimism upon RRI ablity to optimize its task and function to be Public Broadcasters.
- c. Strong Networking.
- d. Supports from NGO's (National and International) to maintain RRI's ability and to enhance the spirit of democratization, human rights and people orientation.

2.3.4. Threat :

- a. Strong Competition among medias.
- b. Possible intervention from the government.

III. THE CHALLENGE OF NEW TECHNOLOGY.

The deepening of Indonesia's reform and the influence of new technology have increased the number of stations (Radio and Television) as well as given birth to various format radios, such as entertainment radio, news and current affairs and business oriented radio. Many of private radio stations have engaged with the new broadcasting technology namely digitalization and optimizing the advantages of multimedia. As a broadcasting, especially news programme, is no longer a government monopoly, news and current affairs programmes broadcast independently in many private radio stations.

Radio Republik Indonesia, has to be fast gearing-up to face this challenge.

A. Digital Technology :

Radio Republik Indonesia began to embrace with the digitalization technology almost 5 years ago. For the shake of G to G cooperation between Indonesia and Austria Government, now 49 stations have been equipped by Audio Works Station (AWS), Digital Audio Storage – mainly for music archive, and On Air Control. In the mean time, broadcasting system in RRI is being operated mainly in analog system.. RRI has received intitial proposal from Worldspace to step into Digital Audio Brodcasting by using Asia Star Sattelite launched on May 2000.

B. Internet Radio.

Many radio stations now have web sites available on the worldwide Internet computer network, and more appear eachweek (the EBU Internet Radio Group Report, July 1997). Radio Republik Indonesia is quite far behind this new phenomena, while some of private stations have started to use the internet. However, RRI has to reinvent itself to cope with commercial and technological challenges.

IV. rrionline.com .

Just 2 months ago, the management has decided of how important to grab with the Internet and *rrionline.com* has been established homepage of RRI.

It was quite late to register the homepage by using RRI.com either RadioIndonesia.com, as these two have been taken by ones who live in London and Boston.

1. First objectives :
 - i. Public Relations – by this homepage RRI intend to send out information concerning the networks, programmes schedules, special event ets.
 - ii. Technical Information about transmitters, frequencies etc.
 - iii. Programme Content Information.
 - iv. On line - Feedback/ Interactive.

The decision for having website is also based upon consideration to maintain and to strengthen the programmes of Voice of Indonesia to be more worldwide.

2. Further objectives :

- i. RRI News Services
- ii. Live Radio Network
- iii. Advertising

3. The problems :

- i. Lack of specialised editorial and technical staff.
- ii. Limited professional editorial tools.
- iii. The current workflow of the organization which is still more **bereucrati-**cally handled.
- iv. Funding

V. CONCLUSION.

The rapid improvement of information technology which runs in line with the political and social changes in Indonesia, considered as a chance for RRI to reactualize and reposition its function to be independent and profesional public broadcasters.

The organization of RRI, of which is poorly managed as it is more bureucratically rather than professionally handled, has been changed to be state corporation which is operated in the principle of public radio by the issuance of Government Act on June 7, 2000. .

The deepening of Reformation in Indonesia, which gives positiv impacts to the growing awareness of the society of their rights gives Radio Republik Indonesia opportunities and challenge to be profesional Public Broadcasters. To cope with the demand, RRI is fast gearing-up to face the challenges of the new millenium. Precisely, RRI has to make use of the new technology, including multimedia and the Internet, with a greater emphasis on people-based programming. Internet which can no longer be ignored as a delivery medium, should be used to achieve the goal and to strenghten the function of Public Broadcaster.

M. Kabul Budiono

Head of Programme Planning Division

Radio Republik Indonesia.