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Possibility Of Development Of Rural Press

By

Satria Naradha

POSSIBILITY OF DEVELOPMENT OF RURAL PRESS

ABG.Satria Naradha (Deputy Editor Bali Post)

We are grateful for the occasion rendered to us to attend this workshop organized by AMIC, notwithstanding that we received confirmation to attend this meeting four days before its opening. But four days was too short a time for me to prepare a paper on the possibility of developing rural press to be discussed.

On the other hand, we have given many inputs on the related problems, especially those which have been encountered by the management of the Bali Post Daily, to AMIC Consultant, Mr.Abdul Razak. Thus, I hope Mr.Abdul Razak might talk much about that in this meeting.

As for us, we feel that this workshop on rural press in Asia would be very useful to learn on the problems met in other Asian states on rural press or community newspaper. It is due to the presence of many experts on press. I myself would take more from than to give to this meeting.

Surely Bali have been reknown as the paradise of the world, but it is still a big question whether Bali has been and will be a place of paradise for the press publisher. We are still far away from the possibility of owning rural press in Bali which has two measures to be succesful: Firstly, ability in realizing self-sustained growth, secondly, ability of the newspaper to contribute express my optimism about it. The possibility in our

island of Bali would be very good. There are 533 villages in Bali, of which the population is 2,720 million people, while the amount of the newspapers sold there have been less than five percent of the amount of the population. Notwithstanding that we are optimistic about the possibility of rural press development, we should be patient in waiting for its realization, because of the existence of following restrictions: unfavourable socio-economic condition among the rural population; low literacy rate of readers; and geographic condition in rural areas not enabling smooth transportation. Most of our population is consisted of farmers with low purchasing power.

The future of rural press depends upon the question how far we would be able to solve the restrictions mentioned above by of means development programs which would enhance socio-economic standar of living of the Indonesian people. The Indonesian government of course have made efforts to cope with the problems by rendering subsidies to the rural press publishers. But the subsidies rendered have been only part of an effort to develop information facilities for the people, while it does not guarantee the realization of self-sustained development for the press itself.

As for the Bali Post, it might be said that the newspaper has been prepared to develop to be a good community newspaper, both from the veiwpoint of softwares and hardwares. Certainly it would be good if AMIC might render us aids in forms programs of editorial training, training of circulation management, advertisement management, printing management, min cooperation with press organizations in Indonesia or directly with the media.

In concluding this paper presentation, I would like to thank the audience for listening us with interest.