<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>TV content in Asia: more waste or substance? (the Indonesian experience)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Ishadi S. K.</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1999</td>
</tr>
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<td><strong>URL</strong></td>
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</tbody>
</table>
TV Content in Asia:
More Waste or Substance?
(The Indonesian Experience)

By Ishadi S.K.
President Director, Televisi Transformasi
Indonesia, Jakarta, Indonesia.

Duncan Watts in his book "Political Today" (1997) suggested three models which analyzing the inter-relationship between media and society:

1. The Pluralist model.
   Based on the liberal democratic principle which is supporting the economic market. According to this model, the mass media is very much depending on what the audiences desired. Because the audience is a King, the media will give anything desired by the audience. Media is preferred to concentrate on sensation, entertainment and cut down a very serious issues. The existence of program is very much depending on "rating", meaning that only the program which has high "rating" to stand to be presented and there are many same programs in various stations especially at public time.

2. The mass manipulative model.
   It is a contrary from the pluralist model. The one which holds the power is exactly a media, used by parties which dominates the media to influence the audience. The audience is only accepting what is being informed by the media. Those who dominated media could be the government and capitalist who owns the media (the owners). They made the agenda of media like that so that the audience is tricked with desired idea pattern. In this context, the advertiser gives a contribution in this mass manipulative process with providing income way to the concerned media.
3. The hegemonic model

"The media propagate the dominant or hegemonic value system".

Those three models are showing clearly how the media with various of approximation and the way to influence the public. In many developing countries, this is beckoning the consciousness to the content of media means that any program which is intentional direct or indirect is planned to be presented. Because those models above describing how the removal of decision process in media in case of arranging the content of media. What becomes an interest is a simple logic. The influence of media is very much depending on what is being planned, produced and presented by the media concerned (discourse practice of the media).

In this context, there is a basic question namely: how many program/content of media which is useful to add the knowledge, intelligence and also high value from the public and how big the program is which is merely as mass culture entertainment program, uneducated and it is not increasing the high value existed in the community. Bringing these two questions into more practical understanding in developing country, it means that raising three big questions:

1. How much is the percentage proportion of the program: entertainment, educational and information. The entertainment program are: music, drama, quiz, comedy, etc.
   The educational program are: science program, extension, religion and culture.
   Information are: news, current affairs, news report and talk show.
2. How much is the percentage proportion between local and import program (including in house production)?

3. How is the audience access against the overseas television program? How far one state allows their people freely to get an access and easiness from the international network (CNN, BBC, MTV, HBO, Discovery Channels)

II

To establish the above mentioned cases, it is necessary to study the television development history from each country. There are four systems going to be developed:

1. Only allowed for government own television: Indonesia up to 1990
2. Only allowed for Public Broadcasting: United Kingdom up to 1956
3. Only allowed for Private Television: USA, Philippines, some of European countries.
4. It is allowed for combination of three system: Indonesia after 1990, Japan, Malaysia.

In Indonesia, the television progress experienced a very significant change since 1990. Since that year, the government permitted five private television stations to operate together with TVRI (government own) which is monopolize the television broadcast in Indonesia for the last 28 years.
The change of this wisdom is caused of 4 matters:

1. The public demand to get an alternative channel outside TVRI owned by the government which is considered that its program variation very monotone and limited.

2. There is a thrust from business sector to get an access for advertisement installment on television because the ad in TVRI is prohibited since 1981.

3. The progress of illegal television station in campus and several cities as a form of public opposition against monopoly of government owned television.

4. By following the open sky policy, which permits everyone who owns the parabola to make an access directly from international channel. The permission of private television is expected will muffle the public demand.

Since 1990, five private television stations operated in Indonesia: RCTI, SCTV, TPI, ANTEVE, INOSIAR, thus, there are two television system operated respectively: TVRI (government own) which is in previous writing of this paper is including in the mass manipulative model/the hegemonic model and five private television station which is fully the pluralist model category. It can be imagined that the format and approximation of private television program which is very liberal and the market economy orientation is against TVRI (government own) who tried to arrange the program format tightly for the sake of government program. In this situation, it can be estimated that finally the audience will change their channel to private television. In public eyes, TVRI owned by the government is unable to compete with those five private television station who has many variation program and market economy oriented. The
majority of government television is its capability to reach the entire of Indonesia. TVRI owns 400 big and small transmission in Indonesia until a very small outplaying place, meanwhile private television has only 12-25 transmission station each in Indonesia. Because of such difference, TVRI approximation is emphasizing on local program compared with private television. TVRI is presenting cultural program more than private television. TVRI is more concern against rural community compared with private television.

III

The progress of program material of each television (TVRI and private) is different very significant.

The following is a percentage of genre program in TVRI and Private Television.

<table>
<thead>
<tr>
<th></th>
<th>Local Programs</th>
<th>Import Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCTI</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>SCTV</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>Indosiar</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>ATV</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>TPI</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>TVHII</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>TVRII</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>TVRIII</td>
<td>38%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Local Programs vs Import Programs

Period: January - May 1999

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### Type of Program Broadcast by Channel

**Periode:** Januari - May 1999

<table>
<thead>
<tr>
<th>No</th>
<th>Program Type</th>
<th>TVRI1</th>
<th>TVRI2</th>
<th>RCTI</th>
<th>SCTV</th>
<th>TPI</th>
<th>ANTV</th>
<th>IVM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SERIES</td>
<td>304</td>
<td>125</td>
<td>835</td>
<td>570</td>
<td>566</td>
<td>533</td>
<td>631</td>
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<tr>
<td>2</td>
<td>MOVIES</td>
<td>326</td>
<td>119</td>
<td>466</td>
<td>350</td>
<td>238</td>
<td>130</td>
<td>240</td>
</tr>
<tr>
<td>3</td>
<td>ENTERTAINMENT</td>
<td>839</td>
<td>304</td>
<td>585</td>
<td>486</td>
<td>916</td>
<td>1238</td>
<td>394</td>
</tr>
<tr>
<td>4</td>
<td>CHILDREN</td>
<td>269</td>
<td>90</td>
<td>261</td>
<td>775</td>
<td>841</td>
<td>273</td>
<td>412</td>
</tr>
<tr>
<td>5</td>
<td>INFORMATION</td>
<td>1647</td>
<td>1107</td>
<td>1508</td>
<td>1481</td>
<td>1408</td>
<td>1465</td>
<td>1188</td>
</tr>
<tr>
<td>6</td>
<td>EDUCATION</td>
<td>213</td>
<td>15</td>
<td>41</td>
<td>87</td>
<td>81</td>
<td>2</td>
<td>152</td>
</tr>
<tr>
<td>7</td>
<td>RELIGIOUS</td>
<td>336</td>
<td>0</td>
<td>567</td>
<td>412</td>
<td>428</td>
<td>287</td>
<td>343</td>
</tr>
<tr>
<td>8</td>
<td>SPORT</td>
<td>263</td>
<td>44</td>
<td>227</td>
<td>153</td>
<td>34</td>
<td>635</td>
<td>157</td>
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<tr>
<td>9</td>
<td>SPECIAL</td>
<td>39</td>
<td>0</td>
<td>43</td>
<td>22</td>
<td>20</td>
<td>39</td>
<td>51</td>
</tr>
</tbody>
</table>

### Top 30 Acara TELEVISI Indonesia

**Periode:** Januari - May 1999

<table>
<thead>
<tr>
<th>Peringkat</th>
<th>Nama Acara</th>
<th>Station</th>
<th>TV Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TERSANJUNG 3</td>
<td>IVM</td>
<td>32</td>
</tr>
<tr>
<td>2</td>
<td>TERSANJUNG 2</td>
<td>IVM</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>MISTERI GUNUNG MERAPI</td>
<td>IVM</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>DOAKU HARAPANKU</td>
<td>RCTI</td>
<td>24</td>
</tr>
<tr>
<td>5</td>
<td>KULTUM (KULIAH 7 MENIT)</td>
<td>RCTI</td>
<td>23</td>
</tr>
<tr>
<td>6</td>
<td>DIANTARA DUA PILIHAN</td>
<td>IVM</td>
<td>20</td>
</tr>
<tr>
<td>7</td>
<td>TERSAYANG</td>
<td>SCTV</td>
<td>20</td>
</tr>
<tr>
<td>8</td>
<td>7T KEMBANG GUNUNG BROMO</td>
<td>IVM</td>
<td>20</td>
</tr>
<tr>
<td>9</td>
<td>CITTA</td>
<td>RCTI</td>
<td>19</td>
</tr>
<tr>
<td>10</td>
<td>7T SUDAH PASTI TAHAN</td>
<td>IVM</td>
<td>19</td>
</tr>
<tr>
<td>11</td>
<td>3D SHAOLIN POPEY</td>
<td>RCTI</td>
<td>19</td>
</tr>
<tr>
<td>12</td>
<td>KERA SAKTI(R)</td>
<td>IVM</td>
<td>19</td>
</tr>
<tr>
<td>13</td>
<td>GHERANA</td>
<td>RCTI</td>
<td>19</td>
</tr>
<tr>
<td>14</td>
<td>JIN DAN JUN</td>
<td>RCTI</td>
<td>19</td>
</tr>
<tr>
<td>15</td>
<td>7T WASIAT MPU GANDRING</td>
<td>IVM</td>
<td>18</td>
</tr>
<tr>
<td>16</td>
<td>JINNY OH JINNY</td>
<td>RCTI</td>
<td>18</td>
</tr>
<tr>
<td>17</td>
<td>3D FIST OF LEGEND</td>
<td>RCTI</td>
<td>18</td>
</tr>
<tr>
<td>18</td>
<td>7T BALADA CINTA MEI SHIN</td>
<td>IVM</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>7T SAYA DULUAN DONG</td>
<td>IVM</td>
<td>17</td>
</tr>
<tr>
<td>20</td>
<td>MELATI</td>
<td>SCTV</td>
<td>17</td>
</tr>
<tr>
<td>21</td>
<td>TUYUL &amp; MBAK YUL</td>
<td>RCTI</td>
<td>17</td>
</tr>
<tr>
<td>22</td>
<td>7T JODOH BOLEH DIATUR</td>
<td>IVM</td>
<td>17</td>
</tr>
<tr>
<td>23</td>
<td>KERA SAKTI 2</td>
<td>IVM</td>
<td>17</td>
</tr>
<tr>
<td>24</td>
<td>WARKOP DKI</td>
<td>IVM</td>
<td>17</td>
</tr>
<tr>
<td>25</td>
<td>7T PERTARUNGAN DI CANDI SO</td>
<td>IVM</td>
<td>17</td>
</tr>
<tr>
<td>26</td>
<td>7T SATRIA MAJAPAHIT</td>
<td>IVM</td>
<td>17</td>
</tr>
<tr>
<td>27</td>
<td>3D PROJECT A</td>
<td>RCTI</td>
<td>17</td>
</tr>
<tr>
<td>28</td>
<td>7T KIDUNG CINTA ARYA KAMAN</td>
<td>IVM</td>
<td>16</td>
</tr>
<tr>
<td>29</td>
<td>7T BUNGA TUNJUNG BIRU</td>
<td>IVM</td>
<td>16</td>
</tr>
<tr>
<td>30</td>
<td>WARKOP DKI 2</td>
<td>IVM</td>
<td>16</td>
</tr>
</tbody>
</table>
This rating data is determining very much for the format program of a television station. Based on the above rating, it can be decided whether a program will be placed at a prime time 18:00 - 22:00. Also, whether the program is continued or terminated after 6 weeks evaluation. From the rating result on average, a program is found out that excellent program which occupies top 20 about 70 - 80% are sinetron film. A television drama program which is mainly produced by Starvision and Multivision group. Two entrepreneurs of India origin dominated 22 slot sinetron in three private television each week at prime time. Generally, the story theme is adapted from India film script which has melodrama theme and selling dreams by appearing top stars who are very popular in Indonesia in their various program. Besides local program, the most favorite program afterwards is telenovela from Mexico, Brazil country. Their product become very famous because it describes black and white family livelihood with a luxuries setting and shining stars.

Next favorite package and being showed at prime time are western film from Hollywood production either free or serial film. Theater films or Hollywood television serial are bought by private television in Bursa International which is staging every year in Cannes (MIPCOM) or Los Angeles (LA Screening). India, Thailand and Hong Kong films are on 4th ranking of program liked by television audience in Indonesia. Non-western film is generally being dubbed in Indonesia language. These films are very popular among housewife and middle class to low class society.
Specially for News program, until this moment, private television is obliged to rely the news from TVRI at 19:00 and 21:00 WIB everyday. Formerly, private television moreover is forbidden to make their own news, the prohibition was pulled out in 1994, since then the news is getting more popular even being presented only in the afternoon or midnight. This situation is changed significantly after May, 1998 Reforms, at that time private television was very sustained to support the reforms by building up news and talk show programs several times a day. After President Soeharto retired in May, 1998, news and talk show in private television is getting free and grown. Currently, the television in Indonesia, specially private television becomes the most free television in Asia. Through television, a public debate is done almost every day, part of it appearing opposition and vocal figures.

Television becomes a public discourse which is very efficient and helpful in general election campaign. The general election in last June become very successful. Based on previous decree of Minister of Information, politic exploiter is fully for democratic process which is now happening and Free Press is guaranteed. Media becomes an element of social control which is very influential.

V

After public reforms thought that television has really become a "public sphere" which help democratization performed in Indonesia, so that television is not considered only as entertainment facility but also as a public discourse facility and effective social control.

The facts that Indonesia sinetron film is the most favorite program, whereas foreign product percentage is getting decreased, it is showing the local program
is accepted slowly by television audience in Indonesia. It is very rare to be happened that the program is rejected by the public. Gradually, market is began to understand about the programs accepted by Indonesia society who is heterogen and pluralist. It must be admitted that heavy programs, such as the works of classic Shakespeare, Nikolai Gogol or Indonesia classic literature are very rare to be presented. The art and local culture except by TVRI, it is still being avoided by private television because it is never give a high “rating”. Mass culture product which is imitating Hollywood product is still dominant very much, at least only two of private television station which presents several packages of Discovery Channel or other science packages. It should be admitted that Hollywood film and other “mass culture” product from many America Latin countries and Asia, is cheaper compared with local product.

For the time being, favorite tendency is politic discussion, several packages are broadcast together through tv-pool. I estimate that this tendency will still continue until new government formed. Soon afterwards, we will think to “force private television to present heavy and educated programs more, also to avoid vulgarism Hollywood”. Pressure to such direction starts to be heard specially by educator group and NGO event faintly heard closed by the political euphoria and press freedom fever which very fast attack violently at a present.

Jakarta, June 28, 1999
TV Ad Volume 1997,98,99
(TV Commercial)

January - May 1999

Channel Share
Period: January - May 1999

IVM 24%
ANTV 7%
TPI 14%
SCTV 20%
TVRI 3%
RCTI 31%
The Television Marketplace

Audience Shares of TV Broadcasters 1995-1998 (All Time)

Source: AC Nielsen
The Television Marketplace
Media Consumption (1997 & 1998)

Television on average day
Radio on average day
Daily Newspaper on average day
Any Magazine

Source: Media Index, all cities
# The Television Marketplace

Gross Advertising Expenditure (by Types of Media)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>3,335</td>
<td>4,140</td>
<td>5,094</td>
<td>2,599</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>53%</td>
<td>53%</td>
<td>54%</td>
</tr>
<tr>
<td>PRINT</td>
<td>1,638</td>
<td>2,203</td>
<td>2,678</td>
<td>1,406</td>
</tr>
<tr>
<td></td>
<td>39%</td>
<td>36%</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>RADIO</td>
<td>1,286</td>
<td>1,472</td>
<td>1,851</td>
<td>901</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>OUTDOOR</td>
<td>170</td>
<td>189</td>
<td>206</td>
<td>113</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>CINEMA</td>
<td>230</td>
<td>266</td>
<td>350</td>
<td>175</td>
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<tr>
<td></td>
<td>0%</td>
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<td>0%</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>10</td>
<td>9</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Media Scene
## The Television Marketplace

### TV Industry Revenue

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RCTI</td>
<td>300</td>
<td>356</td>
<td>50</td>
<td>48</td>
</tr>
<tr>
<td>SCTV</td>
<td>150</td>
<td>120</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>TPI</td>
<td>72</td>
<td>12</td>
<td>60</td>
<td>40</td>
</tr>
<tr>
<td>ANTV</td>
<td>24</td>
<td>4</td>
<td>61</td>
<td>9</td>
</tr>
<tr>
<td>IMV</td>
<td>60</td>
<td>10</td>
<td>112</td>
<td>16</td>
</tr>
</tbody>
</table>

| TOTAL   | 606  | 101  | 709  | 102   |

- **RP. Bill**: Revenues paid by advertisers.
- **RP. BILL %**: Percentage of total revenue.

*Projected*