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Broadcasting Management 2000
Programme Trends & Personnel Development: Indonesia

By

Suratno
and
Sri Kusumo Hastuti S H
BROADCASTING MANAGEMENT 2000
PROGRAMME TRENDS & PERSONNEL DEVELOPMENT

by

Drs. S u r a t n o
Sri Kusumo Hastuti, SH

RADIO REPUBLIC OF INDONESIA
MINISTRY OF INFORMATION
REPUBLIC OF INDONESIA
JAKARTA
1993
1. Introduction

Broadcasting in Indonesia within the last recent years has extremely well developed. Every broadcasting institution - either radio station or television station - tries hard to gain as many audiences as possible.

No wonder that - in this tight competition - only broadcasting station which is able to present interesting programs that suit to the society’s taste, can maintain and strengthen its existence. On the other hand, broadcasting institutions which do not perceive the progressive and critical social aspiration, will sooner or later be left by the society.

Because of the competition which is becoming tighter and tighter, Indonesia’s state radio - RRI - precisely faces hard challenges. On one side, RRI is indeed a mass communication medium, however, on the other side RRI as a government apparatus, is entrusted to carry out mission supporting the multi dimensional development programs which include all living aspects.

The said programs are among others those dealing with politics, economy, culture, society which are all aimed at creating Indonesians who are physically and psychologically prosperous. To overcome the challenge which is also becoming heavier and heavier, RRI consistently tries hard to optimally mobilize its capability to create new programs through new approaches relevant to the new era’s condition. Though every RRI’s programs can not be separated from its mission, professionalism in creating and producing the programs, will result something relating to the broadcasting aesthetics.

One of the key factors of RRI’s success in producing interesting programs is the existence of professional human resources.
As hope by AMIC and Deutsche Welle the organizing committee of the seminar on BROADCASTING MANAGEMENT 2000; Program Trends and Personnel Development, I want to briefly explain about the national program policy, perspective, new approaches applied in the program, strategy on personnel development and training activities, future challenge faced by radio broadcasting institution. In the explanation relating to policy, the writer is guided by policy underscored by the Information Department Administration c.q. Directorate General Radio, Television and Film.

2. RRI's Broadcast Program and Network

Indonesia's State Radio - RRI - at present has its broadcast network consisting of 49 broadcasting stations and 398 transmitter units, applying SKSD Palapa to channelize important events from Jakarta throughout the regions especially in the country. With its network, RRI has been able to reach 81% of Indonesia's whole area and 92% of the country's total population amounting more than 180 million.

To reach public target effectively, efficiently and as widespread as possible, it is planned to apply geographical and population approach; the RRI's programs are in the forms of:

1. National Program

National Program is RRI program channel transmitted through the National RRI Station in Jakarta whose general characteristic and target is the whole Indonesian population and area.
2. **Metropolitan Program**

This is RRI program channel transmitted through the National RRI Station in Jakarta whose general characteristic and target is population in Jakarta and its surrounding area.

3. **Metropolitan II Program**

This is another RRI Program channel disseminated through National RRI Station in Jakarta whose broadcast is focused on business and entertainment program targeted to population in Jakarta and its surrounding area.

4. **Regional Program**

Regional Program is RRI program channel disseminated through Nusantara/Regional I/Regional II RRI Station whose target audience is people living in Regional I and Regional II area.

5. **City Program**

City Program is RRI program channel transmitted through Nusantara/Regional I/Regional II RRI Station whose target audience is people living in the capital cities of Regional I/II area.

6. **Overseas Service Program**

This is RRI program channel transmitted through National RRI Station in Jakarta and directed to audience living in Asia Pacific area, Europe, USA and Middle East.
guide in organizing its programs, RRI has determined its modifications and program percentage as follows:

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<th>Program Type</th>
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<tr>
<td>News Bulletin</td>
<td>15%</td>
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<tr>
<td>Information</td>
<td>10%</td>
</tr>
<tr>
<td>Education and Culture</td>
<td>10%</td>
</tr>
<tr>
<td>Religion program</td>
<td>5%</td>
</tr>
<tr>
<td>Sports and Entertainment</td>
<td>45%</td>
</tr>
<tr>
<td>Business program</td>
<td>10%</td>
</tr>
<tr>
<td>Supporting program/Public Service</td>
<td>5%</td>
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3. Perspective and New Approaches in the Program

In addition to the six mentioned basic programs, some RRI stations have initiated to develop their basic programs by adding some broadcasting programs focused on Business and Entertainment Programs whose target audience is living in urban area.

It has been an urgent need for RRI to develop programmes with the target audiences in urban areas, especially those who are educated and young. Some RRI stations have been launching such programmes through the commercial and amusement channels. They present not only amusement programs but also public service, concerning information which is badly needed by urban people. With regard to the programs presentation, the Commercial and Amusement Channels, have included both block and capsule systems.

In line with the efforts to develop more two-way traffic communications, the approachment made in the program presentation tend to use the audience participations. To attract more audiences, any interesting program either daily or weekly programmes, is promoted through spots which are broadcast at the moment considered the most suitable for the target audiences.
4. The On-Going Challenges Faced by RRI

a. Programming

There have been greater challenges in programming policy faced by RRI. There mainly, three factors which will always be taken into consideration by RRI in presenting its programmes namely:

1. Stiffer Competition

Greater options from Radio and Television broadcasting institution, both domestic and abroad, make the target audiences become more selective. Only broadcasting stations with are able to offer great programmes, are able to attract more audiences.

2. Audiences Condition

The more advanced and critical audiences highly demand well-organized program products. Regarding the amusement programmes, they wish to enjoy ones which are professionally presented in terms of both content and the presentation. While for news and informations, they demand depth ones in term of production so that the programs are able to broaden their horizon. Even, in order to develop more two-way traffic communications, the audiences are enthusiastically willing to be invited to take part in formulating and solving the prevailing public affairs.

3. Development Missions

RRI's missions, especially in the second long term development plan, commencing in 1994, is most likely to be heavier and more complex. To be able do disseminate developmental information, professionalism is badly
needed, so that RRI broadcasting products will be subject to its broadcasting ethics.

b. **Professionalism**

To be able to produce high quality programs, the skill and ability of its personnel have to continuously promoted both formally and individually/voluntarily. Due to the limited capacity of the Professional Training Centres, new breakthroughs are necessarily made among others through, short courses or trainings. Since the Information Departement has possessed the Radio Training Centres, the professionalism in radio broadcasting should be held through this Radio Training Centre.

5. **Impact and Implication on Training and Its Trends**

a. To deal with the rapid development of technologies and the increasing number of more sophisticated technical equipment to be used by Radio Republic Indonesia in the years to come, development and changes in the organisational structure of the various RRI stations throughout the country that can be expected to happen in the years ahead and of the urgent need to competently tackle problems that may occur any time in the day to day operation of the station.

The Radio Training Centre has a long-term and short-term objective devide the training schemes into the following main stages:

1st Stage: Education and training for the newly recruited personnel, in order to help them acquire the basic knowledge and skills so urgently needed in carrying out their day to day duties at their respectively posts.
2nd Stage: Education and training for the more established personnel with the purpose of:

1. Maintaining and further improving their effectiveness in discharging their respective tasks.

2. Preparing them for promotion to more senior posts.

b. There is a need to develop highly professionalism for personnel by adapting new changes within their respective broadcasting and environment, because of today technology and market which influences rapid impact in our social, cultural, and organisational structures.

In order to established professional credential and to develop the capabilities of broadcasters in responding to the changing man-power requirements as highly creative professionals towards growth of a competitive pluralistic broadcasting environment, the developing of the enterpreneurial attitudes and skills is now a must.

The Radio Training Centre has objectives accordingly to cope with any difficulties that might be happen:

1. To minimize the occurrence of errors, and to improve existing working methods, such as: To undertake a programme production in narrow casting as a special services for local audiences in order to draw more listeners.

2. To give the personnel more sophisticated and comprehensive knowledge, larger effort in training the personnel of RRI either in the field engineering or programme/production, is still very important in order to
cut down any kind of waste in operation and maintenance of the expensive and sophisticated broadcasting equipments.

3. To provide up to date information on the latest development in field of sound broadcasting.

4. To keep up the pace in making every endeavor of the proficiency improvement by means of accomplishing the curriculum/syllabus to adjust the development technology of communications.

Comparing with the among of 9000 personnels of RRI throughout the country, it supposes more to be needed training workshop. So, it is hoped that AMIC will agree any assistance in engineering of programming/production courses/workshop, could be held in Singapore or Jakarta. While in the immediate future could assist Radio Training Centre needs to have more in-country training. It will be worthy to increase the number of personnel of RRI to be trained.

6. List of the Courses are Needed

In order to get skilled personnel in sufficient numbers, which equipped with a high degree of technical know-how, and broader horizon, and also in order to provide them with an opportunity to do some sort of comparative study, it is neccesary to have the number of training courses workshop with assistance of the AMIC as follows:
a. Programming/production

1. Entertaining Programme
2. Announcing
3. Investigative Reporting (comprehensive)
4. Interactive Radio
5. Training of Trainer

b. Radio Engineering

1. Studio Engineering
2. Digital and Micro-processor
3. Transmitter and antenna
4. Computer in Broadcasting
5. Maintenance Technique
6. Stereophonic Recording

It is hoped that the cooperation between AMIC and Radio Republic Indonesia could be strengthened, so that an increase in future demands for skilled personnel, as the result of the rapid technological changes could be met more effectively.

Jakarta, September 1993