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<td><strong>Author(s)</strong></td>
<td>Sinulingga, Pintamalem</td>
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Audience Research In Indonesia

By

Pintamalem Sinulingga
AUDIENCE RESEARCH IN INDONESIA

In 1975 Indonesian government established board research and development in each department on a level with the Directorate General or Secretary General.

In Department of Information Board of Research and Development consist of:

1. Centre, R and E of Information System
2. Centre, R and D of Documentation and Library
3. Centre, R and D of Public Opinion
4. Centre, R and D of Mass Media

Division of R and D on broadcasting Radio and TV that responsible in conducting audience research is within the Centre of R and D of Mass Media.

In conducting research the Board, Centre or our Division are cooperate with users and with research institute or universities. The users always represent by the experts from Directorate Radio and TV or by the programmer from radio or tv station which appointed as resource person where the expert from research institute take in position as consultant.

If necessary the project of research we entrust to the research institute or to the university involved where our staff take a part as resource person or as associate member.

Audience research in Indonesia not only execute by the government organization but according to the development of broadcasting itself audience research also realize by the non-government institute. Recently the Indonesian Research and Development Foundation, LPPKM and the West-German Carl Duisberg Gesellschaft, CDG successfully cooperated the third time in conducting a two-week Workshop in the Special Region of Yogyakarta.

The aim of this series of workshops is to put the spotlight on the role of media and how they are related to women in villa-
ges and their role in the development process. It is intended
to find out new ways and means in which media could be used
and programmes could be developed to make the best out of it
for the purpose. This shall be done in cooperation with the
producers, journalist, project officials at the grass-root le-
vel and informal or opinion leaders as well as the people con-
cerned. Doing so it is the main intention to find out about
the conditions under which the realisation of a 'two-way-comm
unication' would be possible because this is seen as the opti-
mal way of making use of the media by everybody involved in
the development process of Indonesia. Furthermore this series
wants to improve the professional qualification of the partici-
pants ( 'media-workers' as well as fieldworkers ) and to serve
the policy making bodies with ideas how to implement develop-
ment programmes. One of the main results of the workshop was
the realization that in comparison to traditional means of
communication, the mass media still play only a small role,
but the effort to sensitize the participants to new methods of
identifying and tackling problems in their daily work to have
been successful.

In case of the field on audience research we could see some
problems influenced by:

a. Capacity of the staff

The development of the field on audience research and the
development of the broadcasting itself are required impro-
vement of the staff capacity both in quality and in quanti-
ty.

b. Budget and facilities are still limited.

c. Choosing the effective methods in reporting and distributing the research result. Choosing the effective method
not only in frame of research result distribution but ur-
gent we have to learn which style of reporting is benefi
because many users have no much time to read the research report.

d. The audience factors, geographical, ethnic and culture background, social and its development process itself.