

# Social Network and Local Interest as the Strength of Local Television

Eni Maryani\*, Deddy Mulyana, Siti Karlina, Evi Rosfiantika and  
Detta Rahmawan

**Abstract---** *This study aims to understand the phenomenon of local media, especially television, which experiences various obstacles in its development. In Indonesia, many local televisions in the various region originally owned by local entrepreneurs turned into networked media owned by national entrepreneurs. Therefore this study specifically aims to look at the strength of local stations and how implications of local station changes become a network station. Through case studies on local television in Palembang and Bandung, and data collection techniques of in-depth interviews and focus group discussions (FGD), this study gathered a variety of data from the Indonesian Local Televisions Association (ATVLI), Indonesian Broadcasting Commission (KPI), Media Law Experts, Local Television Practitioners, and Media Observers. Based on the results of this study, local television struggles to survive because it cannot compete with national television networks. Local television could develop and sustain through the strength of social networks and local concerns/interests from their audiences. Through these two factors, local television could develop local content that has relevance to local audiences and elevates local identity in its content. However, to develop local content as a form of content diversity in a democratic media system, a clear policy related to media ownership is needed to provide space for local media practitioners to develop local content in each of their respective media.*

**Keywords---** *Local Television, Social Networks, Local Interests, Media Industry, Strength.*

---

## I. INTRODUCTION

According to Nielson surveys, Indonesian television has the highest penetration rate (96%) compared to other media. This is followed by the internet (53%), outdoor media (44%), radio (37%), newspapers (7%) and magazines (3%) (Lubis, 2017). In addition, surveys conducted by APJI and Kominfo's also show the same data about television penetration, which is about or even above 90% (APJI, 2017, Kominfo, 2018). Meanwhile the number of mass media in Indonesia based on the Press Council data in 2018 was 3,207 which included 2,000 print media, 674 radios and there were 523 televisions - including local media - (Antara, 2018). Through its high penetration, television is an important tool for disseminating various information or advocating for various changes. Besides providing information and entertainment, media also influences social, cultural and political institutions (Biagi, 2005). As an institution, the media can also operate as economic, social and cultural institutions or political institutions.

As an economic institution, television is now a rapidly growing industry and is supported by the advertising. According to the Adstensity Team based on the results of their monitoring of television advertising (TVC) it was

---

*Eni Maryani\*, Universitas Padjadjaran, Indonesia. E-mail: eni.maryani@unpad.ac.id*  
*Deddy Mulyana, Universitas Padjadjaran, Indonesia.*  
*Siti Karlina, Universitas Padjadjaran, Indonesia.*  
*Evi Rosfiantika, Universitas Padjadjaran, Indonesia.*  
*Detta Rahmawan Universitas Padjadjaran, Indonesia.*

noted that total television advertising spending in 2017 reached Rp. 97.45 Trillion. That value increased compared to 2016 - very little - that was increased by 0.43% or amounting to 97.3 Trillion (Melani, 2018). Currently in Indonesia there are 12 large national media business groups that control the media industry in Indonesia (Lim, 2012; Nugroho, Putri, & Laksmi, 2012; Tapsell, 2018).

The role of the media as a social institution related to the social construction process is expressed in several studies including those related to identity construction, public trust and political views (Maryani, Rahmawan, Rosfiantika, 2018; Rakhmani, 2016; Prot, at all, 2015; Kononova, Saleem & Cropp, 2011; Happer & Philoa, 2013). The implications of media diversity are also one of the issues related to the development of democracy. This was revealed in Kim & Kwan's research related to media diversity and democracy in elections in the US (Kim & Kwak, 2017).

Based on the phenomenon of high television penetration and referring to various researches related to the role and impact of the media, it can be assumed that local television studies and efforts to develop them need to be done. How is the development and sustainability of local television conducted in various regions? What factors become obstacles to the continuity of television as a local broadcast media in each of their regions? What lessons can be learned from local television experiences both as local media as well as network media when they can or cannot survive.

## **II. LITERATURE REVIEW**

The study of local media departs from various understandings of the development of media in general which eventually develop into more specific studies. This research is based on thinking about the importance of local media both theoretically and practically and various predictions and expectations about the sustainability and role of local media in society

### ***Media as Technology and Institution***

Media can be understood as a technology and also as an institution (Baker, 2004). Through understanding media as technology, democratic ideas can be disseminated to various parts of the world (Castells, 2010; Mansell, 2004). Meanwhile, understanding media as an institution makes us aware that media is an important social agent in social change. (Biagi, 2005). Media Institutions are not only economic institutions but also social and political institutions. However, in its development the existence of media as economic and political institutions became more dominant so that it greatly influenced the process of production, distribution and consumption of media (Mosco, 1990). The influence of economic and political interests then affects the role of the media as a social institution.

Politically, the media as an institution has the potential to produce public space that is open to interaction and active participation in a democratic government system (Habermas, 1989). Through the media the community can discuss various public interests and participate as citizens. But to realize the media as a public space is not easy because through the power of elite groups that control the media, then discourse, interests, and even public tastes can be monitored and controlled by the media (Curran, 1991). Although Indonesia is known as the most democratic country in Asia, the research revealed that after the fall of the New Order regime or in the reform era, media

corporations in Indonesia became very profit-oriented and tended to ignore the public interest. The study also revealed that media corporations, both print, radio and television, are business units that are also part of business competition that is very oriented to profit (Nugroho, Putri, & Laksmi, 2012).

The development of ownership of broadcast media that is centered on national entrepreneurs ultimately tends to ignore the interests of the local public. Through awareness of the development of these media institutions, it is necessary to rethink the various potentials to "restore" or at least "fight for" the media into institutions that do not neglect the public interest and develop into a healthier industry. This means that we understand the media as an economic institution but we also have to understand the role of media as a social institution in society.

One opportunity that is possible in these conditions is to develop thinking about media that is "local". That is what characterizes the broadcast media policy in the reform era as stated in Broadcasting Law No. 32 of 2001. Through a national broadcasting system that is carried out through local stations or network stations, the content for Indonesian people that are very diverse is expected to be realized even though it is not completely crossed economic and political interests.

### ***Local Media: Concepts, Policies and Implementation***

Conceptually local media can be interpreted as media managed, published, or operating in the area. This means that the head office is located in a certain area and the majority of the news published is news about the area because of the proximity (Yusuf, 2011). Local media programs are also local shows that only contain news or information from a particular region (Saputri, 2018).

Meanwhile, if we refer to Broadcasting Law No. 32 of 2002, the definition of an operational national broadcasting system is the implementation of broadcasts that are not national in nature. In the Law related to the chapter on the Implementation of Broadcasting in Article 6 paragraph 3 it is stipulated that "In the national broadcasting system there are fair and integrated broadcasters and network patterns and are developed by forming network stations and local stations".

The growing dominance of national content or lifestyle-oriented content or the interests of citizens of Jakarta and major cities in Java over local content on various network media needs to be reduced. In addition, the media industry should not only develop in Jakarta but should develop in various regions in Indonesia.

The existence of local media in various regions still has various controls. One of the researches on local media revealed that the local media that developed in Cirebon was still struggling as a business-oriented media. In addition to local media owned by local entrepreneurs and only broadcasting and producing content for local interests some national entrepreneurs also develop network stations or media operating at the local level (Ri'Aeni & Sulistiana, 2017).

Through the network media, the national entrepreneurs generally make network media an effort to expand their advertising share to various regions, but most of the content is the media content they produce nationally. Meanwhile local and locally produced content generally only ranges from 10-20% of the overall media content (Maryani, Rahmawan, Karlinah, 2018; Armando 2016).

### ***Hierarchy Model: Factors Affecting Media Content***

This research is a study on the content of the media and the factors that influence local media and analyze factors that become the strength of local media. For this purpose, theoretically this research refers to Shoemaker & Reese's thoughts about factors that influence media content in the hierarchy of influences models (Shoemaker & Reese, 1996, 2014).

According to the Hierarchy model the factors that influence the contents of the media include micro-level aspects to the macro. The model "takes into account the multiple forces that simultaneously impinge on the media and suggest influence at one level may interact with that at another" (Shoemaker & Reese, 2014; 1).

The thought of Shoemaker and Reese on the hierarchy of influences models can be seen in the following chart;

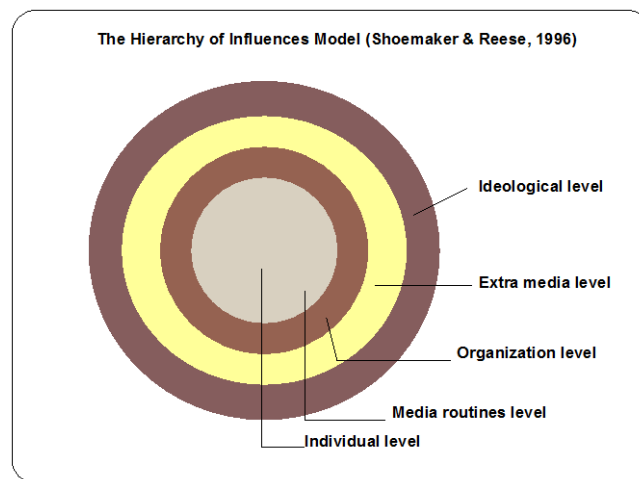


Chart 1: The Hierarchy of Influence Model

### **III. RESEARCH METHOD**

This research is based on a case study approach that analyzes issues about local media in Indonesia as a case and focuses on local television. The research was conducted in an area where local television operates based on data from the Press Council regarding the existence of each region, both West, Central and East.

Based on data from the Press Council, the selected case was one of the cities in the western region, precisely the city of Palembang and one of the cities in the central region, namely Bandung. Palembang was chosen because based on the data from the press council, cities have relatively more local media than other cities in the western region. The conditions of the city of Palembang and Bandung are assumed to have influenced how local television in Palembang and Bandung are managed and can survive or not survive as local media.

Data collection techniques used include in-depth interviews, focus group discussions and content analysis. In-depth interviews gathered various information related to the development of policies on local media, analysis of the media industry in Indonesia, as well as data on production systems and consumption of local media in each research area. Interviews were conducted with the founders of ATVLI, Central KPI, media lawyers, media practitioners and audiences.

Focus group discussions were held twice, the first discussion focused on the development of the media industry and its policies nationally. While the second discussion focused more on the dynamics of local media both those that survive as local media and those that turn into network media.

#### **IV. RESULT AND DISCUSSION**

Permit for local media ownership given to several local entrepreneurs based on selection by the Regional Indonesian Broadcasting Commission (KPID) and the Ministry of Communication and Information (Kominfo) then switched to national entrepreneurs. The question that arises is the change can carry out the expected role of the law, especially related to content diversity and partiality to local interests?

Opinions stating that local television cannot develop for economic reasons and cannot compete with network television are not always true. This research confirmed several local media practitioners who managed to maintain the continuity and development of their local television. One informant said that there were a few things that were not understood by Jakarta people regarding the management of media or local stations. The informant stated that "We cannot impose ways of working in Jakarta with the region". The informant then added "after I studied for 4 years from national television such as Indosiar, RCTI, Global, and I saw the conditions ... finally, I thought that we must change from high cost to a minimum cost. If you make one program it can take up to 15 people but now one program only needs 4 people".

To minimize the costs of production, local media often use the networks or relationships they have. Not only can this generate funds but it can also obtain materials to produce local content. One example on the role of relations and networks in the production process was expressed by an informant who was the manager of a local television station in Palembang.

Two television crews were sent to cover the recitation program with a prominent Dai from Jakarta held by an elite or community leader in Palembang. Although the speaker was a leading Dai from Jakarta, because he was invited by the Palembang people and participants were local people, the program was more interesting because of the location settings, communication style, and topics discussed were suited according to the local context. In addition, all the costs of the event were not taken by Pal TV.

##### ***Local Interest: Proximity and Local Identity***

Local television stations have the opportunity to develop through attention or concern for local issues. The proximity or proximity of the audience to the local content presented by the media is one of the attractions for the public.

To create proximity between the audience and PAL TV through its content, informant from PAL TV revealed that Pal TV conducted activities that involved people in the content production but also interact with them directly. For example, a program with the name "Asal Belagu" ('Lets Singing'), a singalong program, became an activity event by visiting crowded places such as markets.

At that place, PAL TV Crew selected several visitors and asked them to sing. In addition to the community directly filling out the program, they often ask the crew 'where is this from?' in which we answer, "we are from Pal

TV." Referring to the "Asal Belagu" program, the local content is produced inexpensively and at the same time becomes a promotional event to introduce Pal TV to the public.

In addition, there is also the "Bedaluan" program – which means staying up late – it is the evening chat program. The chat program is not made in the studio but in places commonly used by the community to chat. The places are usually in coffee shops, patrol posts in settlements, etc. Foresight by media practitioners to elevate various community habits as their local content also enables local media to build their local identity.

### ***Media Owner Policies on Local Content***

In article 6 paragraph 3, Law No. 32 of 2002 concerning the implementation of written broadcasts that the national broadcasting system is carried out through network stations and local stations. However, there is no adequate explanation of how the network stations and local stations are operated.

In the end, based on field findings, it was found that the differences between the two station forms were only understood from the aspect of ownership.

Meanwhile, the field data also revealed that the change in local television to network television had implications for the diversity of local content owned by local television. One of them revealed the transfer of media owners like ordinary buying and selling as in the following statement; "Well, we are rich in buying and selling. If we may criticize case examples such as the case of Global TV, (which became) the MNC. I was very shocked at how suddenly Global turned into MNC with a very different context, different content, different ways of organizing it."

This is because operationally there is no one who knows how to clearly regulate the system of production and distribution from local television stations and network stations. At present what happens generally to local television is they produce their own media content and generally contain 80-90% local content and are produced locally by local human resources. While network television generally depends on the central provisions and generally the local content they produce is no more than 20%. This happened among network television stations from Kompas TV, Bali Pos and MNC TV both in Palembang and Bandung.

In field data reveals that network stations within the Java Post group still allow producing local content above 20%. Media practitioners at the Jawa Pos network station stated that their leaders at the center encouraged them to be independent and produce as much local content as possible according to the capabilities of each network station.

## **V. CONCLUSION**

Based on the data analysis of the results of the study, the following points can be concluded;

The Opinion that states that local television cannot develop because it cannot compete with network television that is of a national nature are not always true. The social network owned by local media is one of the strengths that can support the survival of local television within its limitations.

Local television stations have the opportunity to develop through local interests that can be realized in a variety of local issues. The closeness or proximity of audiences to local content presented by local media is one of the factors that can appeal to the public.

Network strength, proximity messages, and identities that can be the strength of local media to get the attention of the public need to be supported by conducive media policies. Changes in local media into network media generally have implications for the low support for this, so that the diversity of content that local media can hope to carry out cannot be realized.

## ACKNOWLEDGMENTS

This research was funded by the ministry of research, technology and higher education.

## REFERENCES

- [1] Antara. (2018). Terungkap, Indonesia Punya Media Massa Terbanyak di Dunia - Nasional Tempo.co. Retrieved June 12, 2019, from Tempo.co website: <https://nasional.tempo.co/read/1059285/terungkap-indonesia-punya-media-massa-terbanyak-di-dunia/full&view=ok>
- [2] APJII. (2017). Survei Penetrasi dan Perilaku Pengguna Internet Indonesia 2017. Jakarta.
- [3] Armando, A. (2016). *Televisi Indonesia - Di Bawah Kapitalisme Global*. Jakarta: Kompas Media Nusantara.
- [4] Barker, C. (2004). *The Sage dictionary of cultural studies*. Thousand Oaks, CA: SAGE Publications Ltd.
- [5] Biagi, S. (2005). *Media/Impact: An Introduction to Mass Media*. Belmont, CA: Wadsworth.
- [6] Castells, M. (2010). The Rise of the Network Society. In *Massachusetts: Blackwell Publishing*. <https://doi.org/10.2307/1252090>
- [7] Curran, J. (1991). Rethinking the media as a public sphere. In P. Dahlgren & C. Sparks (Eds.), *Communication and Citizenship: Journalism and the Public Sphere in the New Media Age* (pp. 28–57). London: Routledge.
- [8] Habermas, J. (1989). *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society*. Cambridge, MA: MIT Press.
- [9] Happer, C., & Philo, G. (2013). The Role of the Media in the Construction of Public Belief and Social Change. *Journal of Social and Political Psychology*, 1(1), 321–336. <https://doi.org/10.5964/jspp.v1i1.96>
- [10] Kim, D. H., & Kwak, N. (2017). Media Diversity Policies for the Public: Empirical Evidence Examining Exposure Diversity and Democratic Citizenship. *Journal of Broadcasting & Electronic Media*, 61(4), 682–702. <https://doi.org/10.1080/08838151.2017.1375498>
- [11] Kominfo. (2018). Jumlah Pengguna Internet 2017 Meningkat, Kominfo Terus Lakukan Percepatan Pembangunan Broadband. Retrieved June 12, 2019, from Siaran Pers website: [https://kominfo.go.id/index.php/content/detail/12640/siaran-pers-no-53hmkominfo022018-tentang-jumlah-pengguna-internet-2017-meningkat-kominfo-terus-lakukan-percepatan-pembangunan-broadband/0/siaran\\_pers](https://kominfo.go.id/index.php/content/detail/12640/siaran-pers-no-53hmkominfo022018-tentang-jumlah-pengguna-internet-2017-meningkat-kominfo-terus-lakukan-percepatan-pembangunan-broadband/0/siaran_pers)
- [12] Kononova, A., Alhabash, S., & Cropp, F. (2011). The role of media in the process of socialization to American politics among international students. *International Communication Gazette*, 73(4), 302–321. <https://doi.org/10.1177/1748048511398592>
- [13] Lim, M. (2012). *The league of thirteen: Media concentration in Indonesia*. Retrieved from [http://www.public.asu.edu/~mlim4/files/Lim\\_IndoMediaOwnership\\_2012.pdf](http://www.public.asu.edu/~mlim4/files/Lim_IndoMediaOwnership_2012.pdf).
- [14] Lubis, M. (2017). *Tren Baru Di Kalangan Pengguna Internet Di Indonesia*. Retrieved from <http://www.nielsen.com/id/en/press-room/2017/TREN-BARU-DI-KALANGAN-PENGGUNA-INTERNET-DI-INDONESIA.html>
- [15] Mansell, R. (2004). Political Economy, Power and New Media: *New Media & Society*, 6(1), 96–105. <https://doi.org/10.1177/1461444804039910>
- [16] Maryani, E., Karlinah, S., & Rahmawan, D. (2018). The Sustainability of Local Media within the Domination of National Media Industry. *E3S Web of Conferences*, 73, 14010. <https://doi.org/10.1051/E3SCONF/20187314010>
- [17] Melani, A. (2018). Tumbuh Tipis, Belanja Iklan Televisi Capai Rp 97, 45 Triliun - Bisnis Liputan6.com. Retrieved June 12, 2019, from Liputan 6.com website: <https://www.liputan6.com/bisnis/read/3231660/tumbuh-tipis-belanja-iklan-televisi-capai-rp-9745-triliun>
- [18] Mosco, V. (2009). *The political Economy of Communication*. Thousand Oaks, CA: SAGE Publications Ltd.

- [19] Nugroho, Y., Putri, D.A., & Laksmi, S. (2012). Memetakan Lanskap Industri Media Kontemporer di Indonesia. Jakarta.
- [20] Rakhmani, I. (2014). Mainstream Islam: Television Industry Practice and Trends in Indonesian sinetron. *Asian Journal of Social Science*, 42(3-4). Retrieved from [https://brill.com/abstract/journals/ajss/42/3-4/article-p435\\_9.xml](https://brill.com/abstract/journals/ajss/42/3-4/article-p435_9.xml)
- [21] Ri'aeni, I., & Widia, S. (2017). Industri Media Massa Lokal dalam Tinjauan Manajemen Media Ideal. *JIKE*, 1(1).
- [22] Shoemaker, P., & Reese, S. (1996). Mediating the message: theories of influences on mass media content. *White Plains, NY: Longman*.
- [23] Shoemaker, P., & Reese, S. (2014). Mediating the message in the 21st century: A media sociology perspective. *New York, NY: Routledge*.
- [24] Tapsell, R. (2018). Kuasa Media di Indonesia: Kaum Oligarki, Warga, dan Revolusi Digital. *Serpong, Tangerang Selatan: Marjin Kiri*.
- [25] Yusuf, I.A. (2011). Media Lokal dalam Konstelasi Komunikasi Politik di Daerah. *Jurnal Ilmu Sosial Dan Ilmu Politik*, 14(3). Retrieved from <https://jurnal.ugm.ac.id/jsp/article/view/10930>