

THE ORDER OF BROADCASTING REGULATION IN REGULATING THE IMPLEMENTATION OF BROADCASTING MEDIA (TELEVISION AND RADIO) IN ESTABLISHING LOCAL IDENTITY AND CULTURE

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ABSTRACT

The constellation of broadcast radio which has not contributed significantly to strengthening local identity or local culture is a problem in Indonesian broadcasting system. This is due to the weak broadcasting regulations, the low quality of human resources, and the lack of commitment of broadcasting industry owners to public rights regarding local cultural/identity information. Local identity seems to have begun to fade and abandoned by the community in West Java, even though it has the power to shape ethnic and national identity. Accordingly, it is necessary to study the constellation of broadcast radio in building a local (cultural) identity of a society. This research of qualitative method uses a case study approach with research subjects of management, practitioners, owners of mainstream private broadcast radio, and commissioners of the Regional Indonesian Broadcasting Commission (KPID) of West Java. The research yields several findings: first, management has difficulty balancing commercial and editorial interests; second, implementing local culture in broadcast programs and content through the present style presenting and packaging; third, broadcasting regulatory arrangements that have not been applied consistently; fourth, the weak quality of human resources and the lack of comprehensive regulation in broadcast radio.

Keywords: Radio broadcasting; Broadcasting regulation; Local identity

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1. INTRODUCTION

Mass media including broadcast radio institutionally have two different sides: 1) commercial and profit-oriented as a company/business, and 2) social and idealism as an editorial side. The broadcasting community sees this phenomenon diametrically by viewing significant differences between market/commercially oriented private broadcasting institutions and public broadcasting institutions that serve the community. Ideally, as it stated in article 33 of the 1945 Constitution,

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