

## **Implementation of Broadcast Code of Conduct and Broadcast Program Standards at Celebes TV Makassar**

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### **Abstract**

*This paper discusses the Implementation of Broadcasting Code of Conduct and Broadcast Program Standards at Celebes TV Makassar. this research, the author uses Qualitative research (field research). Data collection is done by interview, observation and documentation. The results showed that The implementation of Broadcasting Code of Conduct and Broadcast Program Standard on Celebes TV Makassar broadcast program is by following the regulation set by Indonesian Broadcasting Commission (KPI) about Broadcasting Code of Conduct and Broadcast Program Standard (P3SPS) 2012. In disseminating information, it must be in accordance with the existing facts and before the information is disseminated to the audience or public, it is necessary to research the truth of the information so that there is no misunderstanding between the information giver and the information receiver.*

**Keywords:** *Broadcast Code of Conduct; Broadcast Program Standards; Celebes TV Makassar.*

### **INTRODUCTION**

Along with the development of communication technology, mass communication media has the power and reach of a wide society that allows people to communicate with each other. Mass communication is a message communicated through mass media to a large number of people. (Andranto et al., 2007) The definition shows that mass communication uses media that reach a larger audience in conveying information.

Mass communication refers to situations where messages are created, disseminated to a relatively large number of recipients under relatively impersonal circumstances. (Ruben, 2013) Mass media is basically divided into two categories, namely print media and electronic media. Print media that can meet the criteria as mass media are newspapers and magazines, while electronic media that meet the criteria as mass media are broadcast radio, television, movies, and online media (internet).

Television is one form of media as a mass communication tool that has a combination of audio and visual, where people can see hear through audio and see through visuals. Television is one of the sources that is easily accessible and has a significant influence on life. Television has a function that is regulated in the Law of the Republic of Indonesia Number 32 of 2002. The

law on broadcasting shows that television is a medium of information, education, entertainment, control and social glue. (Lembaga Negara Independen, 2012)

The first television broadcast in Indonesia was introduced in 1962, when Indonesia had the honor of hosting the Asian Games in Jakarta. At that time, the Indonesian people were treated to a mesmerizing reality show. Although it was only a black and white broadcast, the first broadcast of television in Indonesia became a historic moment. While the peak of television fame in Indonesia itself began in 1992 when RCTI began broadcasting with the help of transmitters. (Luthfi, 2019)

Currently, Indonesia has one government television, TVRI, and several private television stations, including SCTV, MNC, ANTV, Indosiar, Metro TV, Trans TV, Trans7, TVOne and GTV. In addition to government and private television there are local televisions located in South Sulawesi, namely Celebes TV, Fajar TV and Vchannel.

Broadcast programs on television have a legal basis that regulates broadcasting provisions, namely the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS). P3SPS is set so that broadcasting institutions can carry out their functions as media of information, education, entertainment, control, social tools and unifying the nation. (Lembaga Negara Independen, 2012) The broadcast program standard itself is aimed at upholding and enhancing the sense of unity and integrity of the Republic of Indonesia. (Lembaga Negara Independen, 2012) Indonesian Broadcasting Commission (KPI) is an independent state institution that supervises, determines and regulates broadcasting through P3SPS. KPI has the authority to compile and supervise various broadcasting regulations that connect broadcasting institutions, government and society. (Lembaga Negara Independen, 2012) The tendency of violations made by television media seems to ignore the rules that have been enforced by KPI through P3SPS.

A total of eight national television stations spread across Indonesia in 2017 and 2018 received written warnings or temporary suspension of broadcasts from the Central KPI due to airing programs that are not in accordance with P3SPS rules. There were two local television stations in South Sulawesi in 2015 that committed violations due to broadcasts that were not in accordance with P3SPS rules, namely Celebes TV Makassar and Vchannel. Getting a warning from KPID South Sulawesi for airing a video clip that is considered to violate the rules. In August 2015, there were 259 violations, September 276 violations, and October 286 violations. Broadcasters monitored were TVRI Makassar, Celebes TV, Kompas TV Makassar, I News TV Makassar, Vchannel and Fajar TV. (Baharuddin, 2015)

The number of violation cases that occur in local television stations in South Sulawesi, especially Celebes TV Makassar, requires the implementation of Broadcasting Code of Conduct and Broadcast Program Standards by Celebes TV Makassar on broadcast programs because there are several programs that practice but not in accordance with P3SPS rules.

## **RESEARCH METHODS**

Research methods are used as suggestions for collecting and analyzing data that can determine the success of a study. Research methods are steps or activities in information so as to obtain data so that it can be processed and analyzed. This means that the research method is how the researcher makes a comprehensive picture. (Hafni, 2021) The method used is qualitative research methods. Qualitative is research that is more focused on describing the nature or nature of a particular object or symptom. (Abdussamad, 2021) Data collection is done by interview, observation and documentation. The data sources in this research are News Manager, News Producer, News Producer of Celebes Petang Program, Video Journalist Crew and Editing Crew of Celebes TV Makassar Program.

## **RESULTS AND DISCUSSION**

Mass communication is communication through mass media (print and electronic media). Mass refers to the audience, audience, spectators, viewers or readers. (Nurudin, 2007) The media include: television, radio, internet, magazines, newspapers, tabloids, books and movies. It is also stated that mass communication is communication channeled through audio and visual transmitters. Communication may be easier to understand if defined with its supporting media, such as television, radio, newspapers, magazines, books and movies. More specifically, mass media users emphasize that messages are communicated through mass media to large numbers of people. (Rakhmat, 2012)

According to Mulyana (2008:75) mass communication is communication using mass media, either print (magazines, newspapers) or electronic (radio, television) managed by an institution or institutionalized person, aimed at a large number of people scattered in many places, anonymous and heterogeneous. The messages are general in nature, delivered precisely, simultaneously and in passing (especially electronic media). Although television mass media is the same as radio and film as electronic mass media, it has different characteristics and properties. Television can be categorized as a medium that controls space but does not control time. This means that broadcasts from a television media can be received anywhere within its transmission range (controls space) but the broadcast cannot be seen again (does not control time).

Mass communication scholars have made various mappings of the important functions of mass communication in modern society. (Halik, 2013) Menurut Effendy (2010:22) the functions of mass communication in general are:

- a. The information function means that the mass media is a disseminator of information for readers, listeners or viewers;
- b. Educational function, mass media is a means of education for its audience, because the mass media presents many things that are educational in nature. One way to educate the mass media is through teaching values, ethics, and rules that apply to viewers or readers;
- c. The function of influencing the mass media is implicitly found in headlines, features, advertisements, articles and so on.

To know more about television broadcasting media, it is necessary to distinguish between broadcasting institutions and television broadcasting. The Indonesian Broadcasting Commission (KPI) provides an explanation of broadcasting institutions and television broadcasting. Broadcasting Institution is a broadcasting operator, whether public broadcasting institution, private broadcasting institution, community broadcasting institution or subscription broadcasting institution which in carrying out its duties, functions and responsibilities is guided by applicable laws and regulations. Broadcasting institution is a broadcasting organizer whether public, private, community or subscription broadcasting institution that in carrying out its duties, functions and responsibilities is guided by applicable laws and regulations. (Binus, 2021) Television broadcasting is a mass communication medium with a view that distributes ideas and information in the form of sound and images in general, both open and closed, in the form of regular and continuous programs.

Based on the explanation of the Indonesian Broadcasting Commission, it can be said that broadcasting institutions are related to the classification of the socio-economic status of a press organization or mass media, namely: public broadcasting, private broadcasting, community broadcasting and subscription broadcasting are regulated by law in carrying out their duties, functions and responsibilities to the public. The definition of television broadcasting refers to its function as mass communication media (audio-visual) through electronic technology known as television.

Some experts have their own opinion about the definition of television which tends to combine the definition of broadcasting institutions and television broadcasting, Hafied Cangara and Abd. Halik (2006:155) who revealed that television is a broadcasting institution and mass

communication media with a view that distributes ideas and information in the form of sound and images in general and openly in the form of regular and continuous programs.

Celebes TV Makassar is a local public broadcasting institution located in South Sulawesi, precisely in Makassar City, which has an important role in social, cultural, political and economic life. Which has freedom and responsibility in carrying out its function as a medium of information, entertainment and control and social glue. Celebes TV is a local news television station for the Makassar area. Celebes TV airs on channel 28 UHF (digital) and broadcasts in 6 regencies/cities in South Sulawesi namely Makassar, Maros, Pangkep, Barru, Gowa, Takalar and Jeneponto. (Stekom, n.d.) Celebes TV Makassar presents news and information, as well as entertainment content and upholds the Journalistic Code of Ethics, Advertising Code of Ethics and Indonesian broadcast and press regulations. In addition to presenting international and national news, sports, Celebes TV Makassar emphasizes South Sulawesi regional news, which is its strength. This includes coverage of Bugis-Makassar migrants. (Celebes, 2018)

Television programs are materials that have been arranged in a presentation format with video elements supported by audio elements that technically meet broadcast-worthy requirements and have met the applicable aesthetic and artistic standards. Every day, television stations present various types of programs that are very numerous and diverse. According to Morisan, (2009:207-220) the various types of programs can be grouped into two parts based on their type, namely:

a. Information Program

Information programs on television, as the name implies, provide a lot of information to satisfy the audience's curiosity about something. An information program is any type of broadcast that aims to provide additional knowledge (information) to the audience. The appeal of this program is the information and at the same time the selling point to the audience. Information programs are not always news, but any form of information presentation including talk shows, such as interviews with artists. Information programs can be divided into two major sections, namely:

- 1) Hard news is any important and interesting information that must be broadcast immediately by the broadcasting media because it must be aired immediately so that it can be known by the audience as soon as possible. Hard news can be in the form of straight news, features and infotainment.
- 2) Soft news is all important and interesting information that is delivered in depth but does not have to be aired immediately. Programs that fall into this category are current affairs, magazines, documentaries and talk shows.

b. Entertainment Program

Entertainment programs are any form that aims to entertain the audience in the form of music, songs, stories and games. Programs that fall under the entertainment category are dramas, games, music and reality shows.

- 1) Drama is a program that tells the story of the main character's life, which can be one or more people, where there are various conflicts that the main character has to face. Here are two types of drama programs that are usually aired on television:
  - a) Sinetron is a type of program that stands for electronic cinema that we often find airing every day on various televisions, which has its own storyline and usually tells the story of a phenomenon that is currently busy in society. In addition to domestically made soap operas, of course we also often find soap operas from outside;
  - b) Movies, box office or big screen movies that have previously been shown in theaters and after some time finally aired also on television. Usually television is the latest media in airing the big screen film, after premiering in theaters and commercially circulated in the form of VCDs and DVDs in the wider community. (PakarKomunikasi, 2017)
- 2) Games are a form of program that involves a number of people either individually or in groups competing with each other to get or fight for something. These programs are designed to engage the audience and are generally divided into three types: quizzes, agility and reality shows. Game programs usually require relatively low production costs but are very popular television programs.
- 3) A music program that is usually aired in a special music segment with a video clip format or even a live stage at the singer's concert. This music program was very popular until the early 2000s, when various music shows emerged that carried the concept of the latest charts and involved the audience to vote so that their favorite songs remained in the charts.

Broadcast programs can influence people's lives so that some people fully trust the broadcast programs. Broadcasting in Indonesia still needs various improvements in order to become a force of enlightenment. Broadcasting should be in favor of public interest, especially through the presentation of content that can provide benefits to society. Indonesian Broadcasting

Commission (KPI) as an independent state institution that regulates broadcasting matters, has a responsibility with the public to create a fair and dignified broadcasting.

Indonesian Broadcasting Commission (KPI) based on Law Number 32 Year 2002 is authorized to regulate and create regulation in broadcasting field. Through this authority, KPI creates broadcasting regulation in the form of Broadcasting Code of Conduct and Broadcast Program Standard (P3SPS). P3SPS is compiled based on inputs from the public, academics, mass organizations and broadcast practitioners. P3SPS is expected to be the basis for broadcasting institutions in presenting quality, healthy and dignified broadcast programs.

Therefore, it is necessary to implement the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) at Celebes TV Makassar based on Law Number 32 of 2002 so that the broadcast can be positive for the community. Law No. 32 of 2002 on Broadcasting emphasizes that:

- a. Broadcast content must contain information, education, entertainment and benefits for the formation of intellectuality, character, morals, progress, national strength, maintaining unity and integrity, and practicing religious values and Indonesian culture. Broadcast content shall provide protection and empowerment to special audiences, namely children and teenagers, by broadcasting programs at the right time and broadcasting institutions shall include and/or mention the audience classification in accordance with the broadcast content.
- b. Broadcast content must maintain neutrality and must not prioritize the interests of certain groups.
- c. Broadcast content is prohibited from:
  - 1) Slanderous, inciting, misleading and/or false;
  - 2) Emphasize violence, obscenity, gambling, abuse of narcotics and drugs; or
  - 3) Contesting ethnicity, religion, race and intergroup. (Presiden Republik Indonesia, 2002)

Broadcast content is prohibited from ridiculing, degrading, harassing and/or ignoring religious values, Indonesian human dignity, or damaging international relations.(Lembaga Negara Independen, 2012)

The Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) are established so that broadcasting institutions can carry out their functions as media of information, education, entertainment, control, social tools and unifying the nation. (Lembaga Negara Independen, 2012) Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) are provisions for broadcasting institutions set by the Indonesian Broadcasting Commission (KPI) as a guide to the limits of broadcasting conduct and national broadcasting supervision in broadcast content standards that contain restrictions, prohibitions, obligations and

broadcasting arrangements, as well as sanctions based on the Broadcasting Code of Conduct set by KPI.

The Broadcasting Code of Conduct provides direction and objectives for broadcasters:

- a. Uphold and enhance the sense of unity and integrity of the Unitary Republic of Indonesia;
- b. Increase awareness of and compliance with the law and all applicable laws and regulations in Indonesia;
- c. Respect and uphold the norms, religious and cultural values of a multicultural nation;
- d. Respecting and upholding the loyalty of the profession recognized by laws and regulations;
- e. Respect and uphold the principles of democracy;
- f. Respect and uphold human rights;
- g. Respect and uphold the rights and interests of the public;
- h. Respect and uphold the rights of children and youth;
- i. Respecting and upholding the rights of certain people and/or groups of people; and of certain communities; and
- j. Upholding journalistic principles. (Lembaga Negara Independen, 2012)

Broadcast Program Standards aim to :

- a. Strengthening national integration, fostering the character and identity of the nation faithful and pious, educate the nation's life, in order to build an independent, democratic, just and in order to build an independent, democratic, fair and prosperous society;
- b. Regulate broadcast programs for the maximum benefit of the community society; and
- c. Regulate broadcast programs so that they do not conflict with the values that are live and develop in society. (Lembaga Negara Independen, 2012)

Broadcast Program Standards are set so that broadcasting institutions can carry out their functions as media of information, education, entertainment, control, social glue, and unifying the nation. It can be understood that the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) has a purpose, basis, function and direction so that Celebes TV Makassar has implemented P3SPS in all broadcast programs.

After all broadcast programs have been implemented in accordance with P3SPS but there are still mistakes made such as airing music broadcast programs that are not in accordance with P3SPS rules so that the South Sulawesi Regional Indonesian Broadcasting Commission (KPID) gave a direct and written warning about violations committed by Celebes TV Makassar. For this reason, Celebes TV Makassar has a goal to achieve in the implementation of the Code of

Conduct and Broadcast Program Standards (P3SPS) so as not to get another reprimand by the South Sulawesi Regional Indonesian Broadcasting Commission (KPID).

Celebes TV Makassar broadcasts programs to provide useful and positive programs for the public, so Celebes TV Makassar has a way of implementing the Broadcasting Code of Conduct and Broadcast Program Standards for broadcast programs. Celebes TV Makassar's way of implementing Broadcast Code of Conduct and Broadcast Program Standards must be in accordance with KPI regulations on P3SPS 2012.

Broadcast programs that are in accordance with P3SPS are programs that contain messages or series of messages in the form of sound, images, sound and images, or in the form of graphics or characters, whether interactive or not, broadcast by broadcasting institutions. (Lembaga Negara Independen, 2012)

The implementation of Broadcasting Code of Conduct and Broadcast Program Standards on broadcast programs in Celebes TV Makassar is by following the regulations made by KPI on P3SPS found in Chapter IV article 6 regarding Respect for Ethnicity, Religion, Race and Intergroup Values. The advantages of the implementation of the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) is that as a local public broadcasting institution, especially Celebes TV Makassar broadcasts programs that can have a positive influence on the audience or the community and the disadvantages are that if Celebes TV Makassar does not follow the P3SPS regulations, it will be reprimanded by the South Sulawesi Regional Indonesian Broadcasting Commission (KPID).

Celebes TV Makassar must comply with the rules of the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) so that people get information that is in accordance with the facts. Before disseminating information, the information must be researched first whether the information is true or not. A broadcast program at Celebes TV Makassar will continue to run if there are crews and journalists who help run the broadcast program. The broadcast program will continue to run if the crew and journalists follow every rule. Broadcast programs are regulated by the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) and Law Number 32 of 2002 concerning Broadcasting, while crews and journalists are regulated by the Journalistic Code of Ethics. The Journalistic Code of Ethics is:

- a. Journalists respect the public's right to obtain correct information;
- b. Journalists always maintain the principles of freedom and balance in reporting and reporting as well as criticism and comment;
- c. Journalists provide a place for those who lack the power and opportunity to voice their opinions;
- d. Journalists only report facts and opinions with clear sources;

- e. Journalists do not hide important information that the public needs to know;
- f. Journalists use ethical means to obtain news, photos and documents;
- g. Journalists respect the right of sources to provide background information, off the record and embargo;
- h. Journalists immediately correct any news that they know is inaccurate;
- i. Journalists maintain the confidentiality of confidential sources of information, the identity of victims of sexual crimes, and underage offenders;
- j. Journalists avoid hatred, prejudice, demeaning attitudes, discrimination, in matters of ethnicity, race, nation, politics, physical disability / illness, disability / mental illness or other social backgrounds;
- k. Journalists respect privacy, unless these things can harm society;
- l. Journalists do not present news by indulging in obscenity, cruelty of physical and sexual violence;
- m. Journalists do not utilize their position and information to seek personal gain;
- n. Journalists are not allowed to accept bribes;  
Note: what is meant by bribes are all forms of gifts in the form of money, goods and or other facilities, which directly or indirectly, can influence journalists in making journalistic work;
- o. Journalists are not allowed to plagiarize;
- p. Journalists avoid slander and defamation;
- q. Journalists avoid any interference from other parties that hinder the implementation of the above principles;
- r. Cases related to the code of ethics will be resolved by the Code of Ethics Council. (Samsuri, 2013)

The result of the research that has been conducted is that the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) and the Journalistic Code of Ethics are closely related to each other. Therefore, P3SPS and Journalistic Code of Ethics are very necessary to be applied for Celebes TV Makassar crew and journalists.

## **CONCLUSIONS AND RECOMMENDATIONS**

The implementation of the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) at Celebes TV Makassar has been carried out in accordance with existing regulations but in its implementation there are still mistakes made so that Celebes TV Makassar

has a goal to be achieved, namely to provide useful and positive shows in accordance with P3SPS guidelines so that people can increase their knowledge. In the implementation of Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS) at Celebes TV Makassar, there are advantages and disadvantages in its implementation. The advantages are broadcasting programs that contain messages or series of messages that can give positive influence to the public. The disadvantage is that when the broadcast program is not in accordance with P3SPS regulations, it will be sanctioned by the South Sulawesi Regional Indonesian Broadcasting Commission (KPID) in the form of direct or written warnings and in disseminating information it must be in accordance with existing facts and before the information is disseminated to the audience or the public it is necessary to research the truth of the information so that there is no misunderstanding between the information provider and the recipient of the information.

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