

Indonesia Media Broadcasting Regulations In An Accelerated Innovation, Creativity & Development

(Case Study In North Sumatra)

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Abstract—There is a significant need to develop a Media Broadcasting Regulation, especially in the context of local shareholders for TV networks and local TV in Indonesia. The law is expected to regulate all about TV's programs and the Operational Licence. The study which did at North Sumatra, and data's collected by focuss group discussion among the Local TV's owners and Board of Communication & Information Technology Ministry in Medan, showed that there were many problems arise regarding the regulations of TV's operations. The Allocation of advertising portion between Local and National Television is one of the crucial problem. Facing the Digitalization era, government should revise the regulation to build a fair bussiness in broadcasting media. Another problems were found that the Ministry of Communication and Information Technology as a regulator seems acted too dominant, the rules was made without Local Government's involvement, even they have different need and interest in Media Broadcasting Policy. So far, broadcasting modernization should be submitted to Local Government regulations because of the rest regulation had lead all the economic benefit flow to central government, while local goverment did not get anything. Others problems were about the TV's content, its should not just be shown in the local TV but also must be produced in its region using the labor from the local area and consider the local communities's value of life.

Key Words: *broadcast media, digital television, regulations.*

I. INTRODUCTION

The blowing tide of reform in Indonesia era of the 1980s has spawned a variety of new concepts in the life of the nation and state. Politically, Indonesia experienced a socio-political revolution substantially similar to those of semi-democratic countries which become the most prominent multiparty state in the world and indeed, Indonesia also successfully held multiparty system, the most democratic election in the world. Government of the Republic of Indonesia is composed of ruling parties, to deal with the opposition party. It is a taboo in the Suharto period during nearly 30 years.

The new concept also blowing in the broadcasting and press systems. Many observers regarded Press as an advanced power after executive, legislative, and judicial branches. Press and broadcasting during the New Order era overpowered with rules . The press no longer have breidel dealing with the press and permits from the authorities to conducting business of publishing newspapers and magazines.

The new concept is more clearly, it can be seen in the broadcasting practices of radio and televisions. If during the New Order regime, the broadcasting system in Indonesia tightly controlled by the Ministry of Information as well as pro-government professional organizations, then with the birth of Law 32/2002 on Broadcasting, the system meet his own freedom. Although freedom is not the same as press independences, but at least the two pillars of modern democracy has been metamorphosed into a new form, more force can be able to move free to face the pressure of power.

There is an interesting fact behind the birth of the Broadcasting Act through initiatives of the DPR. There are dozens of discussions, seminars, symposia and dialogues born before the birth of the Broadcasting Act. All stakeholders feel are invited to attend discuss the Broadcasting Act which turned very different from the old law. Discussions and seminars aims to find the right formula to set the broadcasting system, and able to provide a new vision for radio and television in Indonesia. Discussions were then put forward various new thinking about Indonesia's broadcasting in the reform era. Broadcasting Law No. 32/2002 is based on the premise that frequency as the broadcasting infrastructure is belong to the state, so it should be utilized as much as possible for the public welfare. Frequency should not be monopolized by a person or group of people for their well-being such as all this time.

The principle of frequencies should be used for the greater public welfare then encouraged the birth of the concept on diversity of ownership and diversity of content, which has been echoed by many practitioners and theorists of broadcasting in the country. Diversity of ownership implies about diversity ownership of radio / television, as well as an opportunity for many people to strive in the field of electronic media. While the diversity of content is a consequence of the diversity of ownership, ie, diversity of broadcast content of radio / television in Indonesia. Thus, the practitioners and theorists broadcasting vis that regulation of broadcasting in the future will be more democratic and refrain from monopoly and oligopoly in using broadcasting frequencies. Another message contained in the democratization of broadcasting is provide ample opportunity for the region to work together draw up a national broadcasting system healthy. The concept later known as decentralized in the world of broadcasting, ie an opportunity for provinces, districts and cities to take care of The broadcasting in accordance with their respective interests.

Thoughts on the democratization of broadcasting, diversity ownership, diversity of broadcast content, as well as the Delegation of Broadcasting is the foundation on which the Act No. 32 of 2002 on Broadcasting which we know so far. Because it must always underlying the various regulations derived from these laws. Person call it the spirit of the Broadcasting Act. Law No. 32 of 2002 on Broadcasting mandated all broadcasters who broadcast with a national reach to immediately implement broadcast networked spread in parts of Indonesia, at the latest on December 2007. The spirit of the Broadcasting Act is very clear, to develop the local media existence. The more local coverage deployment the media content they are presenting the more they are getting close and aspirational for the local community.

Broadcasting Law expects, the media can perform the functions of social control, educational function as well as the function of entertainment that can be enjoyed by people who it serves. Important mandate delivered by the Broadcasting Act is their new national broadcasting system by placing an Independent State Institution that is assigned to take care of everything about broadcasting. As is known, the agency named the Indonesian Broadcasting Commission (IBC) or Komisi Penyiaran Indonesia / KPI, which also act as community representation of radio and television broadcasting. History then noted that the person in charge of broadcast systems this time in the hands of the Ministry of Information and Ministry Transportation, replaced by IBC members elected by the Board Representatives (DPR). But then, the broadcasting shifted to the Supreme Court (Mahkamah Agung/MA) towards another post lawsuit filed by several professional organizations (PRSSNI, ATVSI and others). They objected to the authority of the IEC considered potentially be a super regulatory body, a term that refers to the institution very superior in determining the fate of Indonesia broadcasting future. MA then revoke the authority of the IBC o make additional broadcasting rules , so KPI loss most of its authority to manage licensing of radio and television. KPI, according to the package of 7 Broadcasting Government Regulation (Peraturan Pemerinath/PP) is only given authority to provide limited recommendation in expenditures Broadcast Provider License (BPL).

In addition KPI is authorized to oversee the content of radio and television broadcasts, as well as the right to provide administrative sanctions for violations that may occur. Along with losing the authority of KPI, Indonesia broadcasting recorded a remarkable progress in licensing terms. Dealing with the new Broadcasting Act, broadcasters have to establish a new public interests (private, communities, public and subscription) to increase highly. In various regions, a request for BPL soared, so the KPI and the government could hardly serve the petition. The increased public petition to obtain a permit organizing radio and television leads to a a sort of boom in the world of radio and television, where a lot of citizens who are interested in establishing new broadcasters. All KPI / KPID claimed overwhelmed by the license applicant, so that there is stagnation in the licensing system various regions as a result of the limited frequency channels can accessible to citizens. After the chaos , carriage licensing can finally move slowly through various policies issued by the KPI and the Ministry of Communications and Information Technology, among others through a variety of selection that occurs in these areas.

Licensing issued in these areas has spawned the new era of broadcasting Indonesia in the form of growing challenges of the industry Local television broadcasting in the regions. In West Java, East Java, Central Java, Bali and other areas, a television area grows spirit fills the opportunities provided by the Broadcasting Law to expanded opportunities for local people to do business in the world of broadcasting television. This has become a new phenomenon in Indonesia broadcasting, which even the New Order era was simply unthinkable.

In accordance with the byword that new phenomena will be followed with a new problem, it also happens with the birth new local television stations in Indonesia. Birth broadcasters Television then becomes problematic when the television station during the broadcasting of Jakarta called "national television" refused to bow the law mandates the Local TV stations. Following the pattern of the old broadcast, Jakarta Television still using models which use a relay to radiate broadcast to all corners of the country. Therefore Interesting to note the tendency of unfair business competition when "national television" competing with televisions that only have local broadcast coverage in a particular service area. Unfair competition is likely to occurs in almost all Indonesian territory, which later gave birth to a new creation of the Local television managers to reduce inequality of competition which tends to unbalance it.

There is a new born groups that make the new local television networks , similar to what was done by the "national television" in Jakarta. What was done by the Kompas-Gramedia Group, for example, conducting a Reuters TV broadcasts that can be accessed in the cities across Indonesia. However, the creativity of the local television still produce problems. Preparation of local television networks is suspected as an efforts of "annexation" of local television. it is in the term of "the acquisition of shares / ownership" and "partnership broadcast content", the local television station freely affirm possession of the owner of the old television. Surprisingly, KPI / KPID nor Ministry of Communication & Information as regulators tend to "pretend as if nothing happen" to the phenomenon of unfair competition. It is because there are no strict rules, so it tends to neglect the unfair competition of television operationale.

In the midst of the uncertainty of the television businesses, the government offer the new program they call "digitalization broadcast television ", which according to its roadmap should be completed by 2018. The program aims to accommodate the amount of interest community towards the establishment of television stations, especially in areas where, through efficient use of radio frequency channels. Another goal of the program is to improve the quality giant broadcast so it becomes more clear when captured by viewers, in while also adjusting to the development of television in the country advanced escalating. Interesting to note that digitalization of television broadcast programs, when viewed from the competition as outlined by the Broadcasting Law. If now we see sufficient inequality width between the big business groups of television with local television stations broadcasting only in the service area particular, whether it will be widened with government programs for open access television channels wider through digitalization of broadcast television programs? This research is based on the idea since the beginning of the single that frequency is an area of public power, which should used for

the greater welfare of the community. Corresponding with the mandate of the Broadcasting Act, the mastery of the publicly owned radio frequency. The taking into account their diversity of ownership generating the diversity of content, as well as respect for diversity in Indonesia.

II. PURPOSE & RESEARCH METHODE

A. Purpose & Research Question

Based on the introduction describe before, there is the need to overview the structure of the television broadcasting industry and business opportunities map in Indonesia, as a material for the preparation of the television policy in the future, so the research questions are as follows: "What are the factors (variables) that define a business opportunity broadcasting in Indonesia?"

This study intends to reveal a variety of factors affects the broadcasting business opportunities in Indonesia, knowing an overview of the competitive industrial Indonesian television enterprises, especially in the local context and knowing and analyzing various factors (variables) that determine the competitive business of television broadcasting industry in Indonesia.

B. Research Methode

The research methods used in this research is the method Qualitative and quantitative methods (Mix Method). Needs on the type of data different techniques developed for different data retrieval, as well as on the analysis undertaken. Qualitative research methods have the ability to comprehensively characterize the situation, one's thoughts or ideas, context and "atmosphere" of certain an environment or circumstance. As said by Yin (2011), "in order to get a full picture of the usefulness of qualitative research, we have to understand the qualitative research itself."

C. Data Collection Technique

In-depth interviews with stakeholders (Stakeholders) that KPID each area of research, LSPS Television in area, community leaders in communication, media and information and agencies concerned with the regulation of broadcasting. Observations on broadcasters by going directly reviewing implementation or delivery of broadcasts in the studio each. Literature and secondary data study, i.e: reports from private broadcasters in the region, regulations and policies, and the annual reports of various Central Bureau of statistics, data providers such as agencies, AC Nilesen, and others.

III. LITERATURE REVIEW

A. The Development of Television in Indonesia

Television was introduced in Indonesia around 1960 in line with the birth of the first state-run television station named Televisi Republik Indonesia (TVRI) in Senayan, Jakarta. Launching TVRI station closely linked to the political atmosphere that was hit Indonesia, and their big event organized by President Soekarno, namely Ganefo (Games of New Emerging Forces), Olympic shaft Communist countries. For a long time the government makes a single station TVRI in Indonesia, while making changes to black and white television technology to color television. In new decade of the 90s the government provides permit the establishment of the first private

television station in Indonesia, namely Televisi Pendidikan Indonesia (TPI). Private stations are use facilities belonging to the TVRI regular broadcasting introducing occasions different alternatives with TVRI because this is just a mouthpiece for the government. Then, Indonesia's television broadcasters become more vibrant when the a few years later the government allowed the establishment of the other private television station, namely Rajawali Citra Televisi Indonesia (RCTI).

RCTI birth as well as opening a new era in broadcasting Indonesia, the era of television broadcasting commercialization. This era was marked by the increasing role of television as an industry, which, among other characterized by revenue through advertising media and the like. Entering the 1990s, the private television broadcasters in Indonesia increasingly competing with the birth of the new one private stations. In the initial period, the government issued permits for 5 (Five) private television station TPI, RCTI, Antev, SCTV and Indosiar. On The next period of government issued another five (5) the broadcasting license private television on Trans TV, Trans 7 TV One and Metro TV. The birth of private television station TV will be the background of the mention of the term "national television" that became some of the points discussion in this study.

Entering the 2000s television broadcasting more intense with the birth of dozens of private television stations are in limited broadcasting. Most of them broadcasted outside Jakarta (for channels Jakarta very limited frequency) by relying on the infrastructure and local resources. They are commonly referred to as "local television", although the terminology is not recognized in the Broadcasting Act.

B. Regulation of Broadcasting Television in Indonesia

Television Broadcasting Act defines broadcasting as audio media mass communication point of view, that channel ideas and information in the form of sound and image in general, a good open or closed, in the form of regular, ongoing program. Regarding the principles, objectives, and direction of broadcasting in Indonesia (including media television broadcasting), the Broadcasting Law wrote among other things: "broadcasting was organized with the aim to strengthen national integration, character building and national identity, the intellectual life of the nation, promote the general welfare, in order to build an independent society, democratic, just, and prosperous, and grow the Indonesian broadcasting industry" (Chapter II, Article 3).

According to the mandate of the Broadcasting Act, broadcasters in Indonesia (including television) has a very noble task as has been outlined above. Due to it being a very tough task to always maintain the dignity of the world of television broadcasting, as mandated by product regulation DPR RI. Furthermore, the function of broadcasting in Indonesia, Law Broadcasting, among others, wrote that: (1) Broadcasting as mass communication activities have function as a medium of information, education, healthy entertainment, control and social glue. (2) In carrying out its functions referred to in paragraph (1), broadcasting also has the function of economic and culture. As for the direction of broadcasting (including broadcasting Television), the Broadcasting Act, among others, wrote as follows: Article 5 Broadcasting directed to: a). Upholding the implementation of Pancasila and the Constitution Constitution of the Republic of Indonesia Year 1945; b).

Maintaining and increasing and improving morality and religious values and national identity; c). Improving the quality of human resources; d). Maintain and strengthen the unity and cohesion of the nation; e). Raising awareness of national law and discipline; f). Channelling public opinion and encourage the active role people in national and local development and preserving the environment; g). Prevent monopoly ownership, and encourages competition healthy i) broadcasting; h). Encouraging increased capability of the people's economy, creating equal, strengthening the nation's competitiveness in the era of globalization; i). Providing the correct information, balanced, and responsible responsibility; j). Advancing national culture.

Thus, broadcasters in Indonesia has very noble role, among others, for the public opinions channel is very strategic in society such democratic Indonesia. Broadcasting Law No. 32/2002 is the legal basis Private Television Broadcasting presence as one form broadcasters in Indonesia. For basic complete law, the government issued Government Regulation No. 50/2005 on the Implementation of private broadcasting institutions, including Television Broadcasting.

There are interesting things that proposed by PP 50/2005 on coverage area of radio and television broadcasts, as listed in under Part III of the Program / Channel Broadcasting, setting Amount, and Broadcast Coverage Area, namely: Article 12 Private Broadcasting Institutions radio broadcasting services and services television broadcasters each can only organize 1 (one) broadcast with 1 (one) channels broadcast at 1 (one) coverage broadcast area. Article 13 Number of Private Broadcasting Institutions radio broadcasting services and / or television broadcasting services in the local broadcast area coverage determined by regulation by the master plan radio frequency. It is interesting to note that this regulation regulating the provision a television / radio are only allowed broadcasting in a broadcast area by using a radio frequency.

No recognized again the right of television broadcasters that use only a relay station to expand its broadcast area coverage as recently. As is known, 11 television stations nationwide (including TVRI) still use the relay system for broadcasting to the entire country. Although the government finally recognize the right to institute television broadcasters to network, but it does not change the essence of Article 12 and Article 12 of the Regulation 50/2005. The legal basis of the existence of the regulation of broadcasters television which can only be broadcasting in the broadcast service area, and allow the provisions concerning systems of networked broadcast, will underpin the analysis of the implementation of the regulation of broadcasting in areas where in this research. It interesting to note the opinion analysts broadcasting MZ Al Faqih concerning the implementation of the regulation in the field of television broadcasting as follows:

“Seeing its position is very strategic and a bone of contention various parties, it is easy to understand why it happened fight various interests when trying to formulate broadcasting legislation. As a result, many chapters equivocal contained in Law 32/2002 which then triggers interpretation diverse. For example, provisions regarding Article 33, paragraph 4 states that the broadcasting license granted the countries management through KPI. This article is not a polemic inflict interminable. Civil society groups say the eligible represent the

country is KPI. Happened resistance by groups industry then conduct a judicial review to the Court The Constitution” (Al Faqih, 2008:71). In MZ Al Faqih’s observation, since the original agency business television broadcasting has become seizure of power and authority in between the parties concerned in it.

DISCUSSION

North Sumatra Readiness in Implementing Digitization

There is a concern of the digitization of local broadcasting industry . Therefore, for the process of digital transformation to be stronger, there should be a revision of the Act. As well there should be clarity of roles and authority Local Indonesia Broadcasting Commision (KPID), whether merely monitors the content or also arranged the broadcast so that information can be disseminated in a balanced and equitable manner. The revised law is expected to give birth to a rule bringing the public interest is not only the interests of the industry. In Medanm they are ready for processing the digital transformation. Regarding the transition from analog to digital, their diversity of content will be a solution. When the more channels, the possibility of KPI task will be even tougher. KPID overseeing 15 TV alone is a hassle especially later when digital and TV are popping up more and more. Moreover, if one could has 5 channel LPS, it can imagine how laborious will be employed by KPID.

Data collected in North Sumatra showed several problems occurs regarding the business Television Broadcasting, as follows:

1) Local Regulation of Broadcasting and its Implementation, i.e : There are still many weaknesses on the regulation, there is a need for revision of the Act, Kominfo domination still strong and centralized, the weakness of Socialization of laws and regulations, there is an overlapping authority between central and local, there are Conflict of interest, The Act and regulations should consider the special conditions of the area both topographically, sociografis and socio demographic. There is a need Firmness and supervision in law enforcement, the first of the upstream sector. Not all accommodate our needs as nation. In many regulatory rules that can not be accommodated because it is too centralized.

2) The TV "local" existence after Law 32/2002 and its benefits for the Local TV : deflated, because the lack of operational funds. Networked TV advertising spends, TV broadcasting industry would try to find income in the context of elections. INews Aired for 18 hours starting at 5 am till 2 o'clock in the morning, every day around 2 hours for local content. Constraints experienced, in Medan is still lacking of human resources, it belongs to a national prime time. Locally it have to follow the national. It would be that way. Sometimes even there is a show on local TV, such as event : Kongkow-Kongkow. it have to send messages first to friends that were on TV now. This is because the time slot fitting instead of TV watching hours.

3) Competition among television broadcasters after the enactment of the Law: the characteristics of the media in Indonesia: Press / media are false, media management is interventioned by the owner, and the media owners become a chairman of political parties. So the philosophy of diversity of content and diversity of ownership so unclear. There is mentioned that private broadcasters are obliged to broadcast Local 10% up to 50% to 90%. But in fact there is no realization. reasons agencies broadcasting just was not ready but it was not

clear as to what the unprepared. even though network that's how they caught the issue of advertising. According to the rules all ads and the film by LSF. Well how LSF can sift through it, strong allegations in the LSF itself is still weak. There should be clear where that authority and which are authorized LSF KPID .

Regarding the competition between TV in our area do not see any competition stand out. From the real economy has not been so pronounced. Ads were taken at the Centre, of course the Central tax receipt. People in the area for just as the Broadcasting Act audience. Local TV so helpless with their networked TV policy. Because TV ads were taken up by networked earlier. There should be the role of the regions in accordance with regional autonomy.

According to Vincent Moscow, political economy of media, Media has 3 weapon capabilities that power can not be stop it., i.e : Ability commodification of media to deliver a wide range of program as the reference community or society so referral television, but it TV occupy people's habits. For example commodification in religious outreach event. The problem of spatial / coverage between parent and child network. For mains network more opened many channels the better. Examples MNC and Sindo Medan. Structuration the a media character trait that some people are oligopoly.

Our research on TV, telenovela, and advertising found there is a bias towards gender, disability and violence. other fact is about Networked TV judging just stuck to it, but it was not good. For example, there is no special broadcast on SCTV Sumatra, it showed that Its displayed is actually just a diversity name of the town called Medan, Pekanbaru, Jambi, and all kinds of it, but the contents are same, the shown on TV were only news crime . It is thus a major problems. If we see there is a trick of the 12 people who control the TV, perhaps KPID can answer Sindo TV transition into the first News. This process should be transparent.

Connection with the 2019 general election which the party formed by the owners, TVs also used as a campaign channel, it may be learned from the success of the metro TV. Then If we talk in Medan, this is exactly the same condition when fitting the elections. Come to see the behavior of the TV broadcasting industry. How TV broadcasting industry will try to find income in the context of elections. By approaching candidates teams in the elections.

4) Benefits of the television broadcast to the community : In Sumatra there is topography mountain range. For broadcasting concentrated in East Coast. There are still many areas that can not receive the broadcast. Insight is still lacking. TV here just to watch the entertainment. Literacy is high, but the analysis is still lacking power. The media strongly influence people's behavior patterns so it should be no control to keep the norms prevailing in society is maintained. Keep certainty how the supervision and control of media content airing.

5) Anticipate map regional broadcast digital era : There is a big question that is the existing Broadcasting Act is still relevant to be applied if we later have migrate to digital? The central government has a more intelligent assessment. Because of the Broadcasting Act mebuat Center, please to be revised. The Regulations should not be generalized between Jakarta with the Region, because there are differences in the characteristics of each region. Coupled with technological developments that grow rapidly. In the field of broadcasting. Now when we have

not completed the migration of existing analog and digital TV in the context of converging. Who is governing? The more complicated.

6) Implementation of infrastructure.

As long as there is clarity broadcast law and its implementation. In a later revision of the Act, should sounded in the Act so that the line between the communication and information technology areas with KPID

7) Readiness society in the digital age

There Will be a concern for this digital fixed. In order for the process to digital is becoming stronger at least, there should be a revision of the Act in this year is expected to be completed soon. Also on the role and KPID authority as to what it should be clear. Do merely monitors the content broadcast or also arranged so that information can be disseminated in a balanced and equally. The revised law is expected to give birth to a rule that brings the public interest not only the interests of the industry. If you ask me to go digital is still not ready. For digital ready . Who gave permission yes it's mouth / control. When here there no cable TV license, the license yes central issue which oversees the center. Related Transition from analog to digital, their diversity of content will be a solution. However, as more and more channels, the possibility of KPI task will be even tougher. While overseeing 15 TV alone is a hassle especially later when more and more digital and TV sprung. Moreover, if one could LPS has 5 channels imagined how heavy bias assignment of KPID.

It is undeniably that the dominance influence of the developing countries' capital cities as a sole source of cultural information are increasingly challenged by the outside forces or actors. But in North Sumatran's context, Jakarta's domination in developing the centralistic Media broadcasting is not the solution for the Local Media, has a different need and interest.

Conceptually, the field of communication, as it already known, is the structure of information current that naturally run in the form of mutual exchange. In a sense that the communication processes cannot take place in a unileteral way. In other words, a transmitted information must not socially strike a deaf ears without getting responses from the communicants. Theoretically, therefore, it invariantly requires multi-actors, namely those who involve in the communication process who, as theorizing by the communication expert Barnlund as quoted by E. M. Griffin in *A First Look at Communication Theory*, consist of the active parties (communicators) and the recipients. In short, in order to have a normal communication situation, it necessitates more than one actors who actively exchange news each to other within the framework of equal status. So, in creating the Media broadcastong regulation, there should be a proper mechanism that between Local and Central Government can formulate together what the best is for the both, local and central interest.

However, although the statement above expresses "a truth", the radical progress in communication technology since the nineteenth century produces, as would be elucidated latter, a new reality in the world of communication. As a result, the nature of actors pluralism within the framework of equal status in the communication processes turn to be a chimera. Although it remains unquestionable that those who involve in the communication process are tend to be pluralistic, the quality, and above all, the power of the communication contents are

increasingly concentrated in the hands of a handful centers of actors. This has brought about its qualitative nature, namely a communication situation that freely place every participant mutually exchange within the framework of equal status, simply does not work. In other words, through the fast development of technological information and communication, the quality, the contents or resources of communication have been massively shifting to a more world-wide conglomerated centers that they are even able to dictate the structure of world peoples' imagination.

in North Sumatrans, there is a specific condition, which affected by the hierarchical structure of information transmission running through the uneven power in commanding the communication technologies. As the consequence, the forms, contents and the quality of information that are determined to be disseminated by them practically biased to their cultural background. By possessing and commanding the technological information, it is they who define the superiority of expressions. Namely, the expressions that can be found in various instructive novels, movies or other cultural creations that confiningly derived from a single world of culture. Since the rest of the world possess no control over the means of communication, the world-wide spread of these superior expressions —centered among a handful of actors— have gradually and inevitably become a global norms. Having superior in contents and being spread through the sophisticated means of communication, the messages they send to the world public will unconsciously tend to be accepted as the “final truth”. This lopsided disseminating information power had clearly analysed by Edward Said his monumental book *Orientalism*, (2 Edward W. Said, *Orientalism: Western Conceptions of the Orient* (London: Penguin Books, 1978)), where which all of the miseries produced by the Middle-East perennial conflicts were blamed into the hands of the Arabs, chiefly the Palestinian, responsibility. And the terrorist stigma putting upon the shoulders of the Arabs had been perceived as a “truth” at the global public arena.

It seems to me, during the Medan discussion, that “the Indonesian Malay communities” relatively independent from Jakarta in terms of communication materials. Why? For they have greater information access from the neighboring countries, chiefly Malaysia. Entertainment programs, international news, consumer goods advertisings and global economic situation that are being broadcasted from the neighboring country's mass media endlessly intrude into the families' rooms of “the Indonesian Malay communities”. For the time being, this all could be used as the indicators of the Indonesian Malay communities' preference to the information produced by Malaysian Kuala Lumpur news networks. It should be stressed here that this preference does not go without cultural ground.

Although the Malaysian poems, novels, cinemas, songs and other literary and expressive works are not a dominant intellectual consumption for “the Indonesian Malay communities”, partly because Indonesia's intellectual creations have better quality, the influx of traditional songs, soap operas and folklores derived from Tanah Semenanjung remain unstoppable. Here, sharing the historic common cultures between “the Indonesian Malay communities” and the Kuala Lumpur-centered Tanah Semenanjung communities plays its own role.

CONCLUSION

Broadcasting Regulation has provided an opportunity to the presence of new broadcasters, the quantity of broadcasters increased including broadcasters television. Both local and network local television. Ownership increasingly diverse, though still dominated by existing broadcasters.

Broadcasting business opportunities not only the availability of channels or the carrying capacity of the economy of a region, but also how the atmosphere of competition A healthy also be created through regulation and capability regulator.

Indonesian broadcasting world characterized by imbalance Among applicants for the availability of infrastructure broadcasting, broadcasting digitization program which is a necessity requires equitable arrangement for avoid domination or domination of frequency allocations as an important element of the broadcasting infrastructure.

The digitalisation of the broadcasting industry could be a bid can not be avoided in the broadcasting industry, the cause technology is increasingly supporting and prices increasingly competitive with the results of non-digital broadcasting.

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