Media Literacy Abilities of Broadcast Monitoring Volunteers to Encourage Healthy Broadcast

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Abstract—**Making public to aware of media is not only parent responsibility but also responsibility of all parties both of media or public component generally. In Indonesian, public representation legitimized in a state institution called Indonesian Broadcasting Commission (KPI). This form of public participation be one part of state institution in guarding broadcast media content accordance with mandate of broadcasting law. Phenomenon nowadays, Indonesian society that most of media literacy understanding level not optimal, there are still many who do not have critical power on media exposure. Besides the role of society, role of state institution be important in guarding broadcasting media in accordance public interests. However, regulator roles without public will not adequate because from infrastructure availability both broadcast content monitoring and human resources quantity not comparable with media content that must supervise. Meanwhile, field reality more increasing broadcasting institutions in quantity not guarantee effect on broadcast content quality. Relying media alone is not enough in realizing healthy broadcasts but active participation of public who aware to media be important things based on media literation. Therefore, study about this media literation initiative. This research using descriptive methods by research object about how media literacy contribution owned by volunteers monitoring broadcasts can support public who care healthy broadcast with population study is public, who are members of a broadcast monitoring volunteers who was guided by Region Indonesian Broadcasting Commission (KPID) in West Java Province of 2018. The result showed that broadcast monitoring volunteers, has high accessibility, analysis, evaluation and communication power. This contributed on increasing of broadcast content indication findings which infringing evidenced by quantity increase of amount.**

Keywords: media literacy, healthy broadcasting, volunteers monitoring broadcast

I. INTRODUCTION

The purpose of broadcasting is for strengthen national integration, character development and identity of faithful and pious nation, national life educate, public welfare promote, in order to build an independent, democratic, justice and prosperous, also grow of Indonesian broadcast industry. That broadcasting institutions both of television and radio required to participate in cases of national life educate by educational content. In other that, broadcast content must provide protection and empowerment to special audiences, there are children and teenagers, by broadcasting a program at the right time, and broadcasting institution must put out and/or mention audience classification in accordance with broadcast content. This is happening at this time are our public still be Omni-Vision public, (watch all content) do not sort categories either both of age or theme.

On the other hand, negative effect of broadcasting media also lead to deviant behaviour from social norms or cultural values. In this era, public generally argues that things is not things that violate a norm, but consider part of current trend. Except that, rapid development of mass media and can be enjoyed easily resulting public to think practically. Other effects there is a tendency of increasing consumerism lifestyle. By mass media development especially with appearance electronic of mass media and online media makes public always filled with feelings of dissatisfaction and instant lifestyle. Shifting behaviour patterns which caused by mass media can happened in family environment, school, and social life. As socio-psychology, flow of information that continues to come our lives will caused many influences of soul development, especially children and teenagers.

In Indonesian, efforts to supervise and public educate related to broadcasting media his duties entailed by an Independent State Institution that is Indonesian Broadcasting Commission. Law of Broadcasting Number 32 of 2002 is main basic for forming Indonesian Broadcasting Commission (KPI). The enthusiasm is management of broadcasting system which is public sphere must be managed by an independent institution which is free from investor interferences and power interests.

As with Central KPI, that Region Indonesian Broadcasting Commission (KPID) in West Java is independent states institution in Indonesian whose position same level as other state institutions functioned as regulator of Broadcasting in Indonesian. This commission established since 2002 based on Republic Indonesian Laws Number 32 of 2002 about Broadcasting. KPI consists of Central Indonesian Broadcasting Commission (Central KPI) and Regional Indonesian Broadcasting Commission (KPID) who work in province level. The authority and scope of duties of Broadcasting Commission include broadcasting regulation which organized by Public Broadcasting Institutions, Private Broadcasting Institutions, and Community Broadcasting Institutions. West Java of KPID, besides as a kind mandate of broadcasting Laws, has attitude

and intention to protect public rights. Public right in broadcasting is public right to get healthy information shows and right to educating shows. Entry point of Laws Number 32 of 2002 about broadcasting mentioned that broadcasting as mass communication activity has function as information media, education, healthy entertainment, control and social glue [1].

Efforts to optimize performance have been made through monitoring, supervision and following up on public complaints related to broadcast content, guidance provide to local broadcasting institutions in order to grow and develop in creating a healthy broadcasting climate. Field reality is increasing number of broadcasting in quantity does not guarantee an impact on broadcast content quality.

Besides official monitoring institutions, public actually is important element even be life and death of broadcasting, and because of it public who are very powerful to conduct supervision. Therefore, public participation in doing supervision on broadcasting is something that is not negotiable. Especially when it was realized that official monitoring institutions felt very limited in reaching all broadcast programs which aired a variety of broadcast media. In this relation, public must be (and made into) reliable partner for official monitoring institutions in monitoring every broadcast program which aired a variety of broadcast media.

Supervising activity on broadcasting media to giving birth in healthy of broadcasting cannot do alone, or only relying on official monitoring institutions established by government. This too, cannot be done by encouraging and involving community participation only. To obtain optimal result, supervising activity on broadcasting media seems need to be done with minimal collaboration between three important elements which related in broadcasting activity. The three element itself is a Government as regulator, broadcasting media owner as provider, and public as user. This three element must really work together and needs awareness for have same vision, mission, and appreciation that every broadcast program in Indonesian must oriented on increasing intelligence of nation, upholding cultural values, and encouraging public to religious observance.

Hence, this article will discuss about how media literacy contribution owned by volunteers monitoring broadcasts can support public who care healthy broadcast. This article is a fragment of research conducted result by using descriptive methods with population study is public, who are members of a broadcast monitoring volunteer who was guided by Region Indonesian Broadcasting Commission (KPID) in West Java Province of 2018.

Some research that has been done by other researchers about relevant themes with this research can be seen in the studies below:

- **Media Literacy to student at Communication Study Program in Mulawarman University,** the result of the research are that media literacy among 9 teenagers in Communication Study Program of 2014 there are in first level. In this level, audiences has ability such as

media recognition, especially in positive and negative effects that potential given by media [2].

- **The Influence of Indonesian Broadcasting Commission Region Policy in Central Sulawesi on Effectiveness of Students Media Literacy in Senior High School 1 Palu**. The research of Therisia Tuscany as student Master of Public Administration Postgraduate Program at Tadulako University, conclude that: 1) Magnitude influences simultaneously implementation of KPID Policy in Central Sulawesi on Effectiveness of Students Media Literacy in Senior High School 1 Palu, determined by communication dimension, resources, dispositions and bureaucratic structure with a magnitude influences 0.505 with a "moderate" level. 2) Magnitude influences partial simultaneously implementation of KPID Policy in Central Sulawesi on Effectiveness of Students Media Literacy in Senior High School 1 Palu" [3].

- **Media Literacy in Local Television (Study of Social Responsibility of Indonesian Broadcasting Commission Region in Bengkulu),** this research done by Qorina, Dini and Lely, Arrianie and Dwi, Aji Budiman [4]. Result Study revealed that KPID Bengkulu in media literacy, had not yet touched many society in Bengkulu Provinces and media literacy is program which recently running by KPID Bengkulu, thus, KPID Bengkulu doing media literacy to public and media practitioners on local television, for local television media can give good contents on television, it can be protect to all society from various media dangers, and it's hoped with local media television existences can be social glue. However, media literacy activities which doing by KPID Bengkulu cannot be seen yet because in media literacy, there are still several factors that hinder it, among others: firstly, because of limitation commissioner members of KPID Bengkulu who only have seven members, so it is quite difficult for KPID Bengkulu to reach all regions in Bengkulu Province. Secondly, because there are still some commissioners in KPID Bengkulu who do not understand that media literacy is social responsibility of KPID Bengkulu in a media literacy process which doing by KPID Bengkulu not only focused for one target are public, but media practitioners also need to understand about media literacy. Thirdly, there are considerations of emotional ties held by some broadcast media practitioners with commissioners, so from this cases be an obstacle in upholding independence of KPID Bengkulu [4].

- **Challenges in Media Literacy Activities in Indonesia**, result of the research shows that a lot of media literacy education activities in Indonesia not yet have real consistency between goals to be achieved, with important elements in media literacy skills. That is, understanding and conceptual study about media literacy still not deep done by activists. Result of the research recommended that ideal form of media literacy activities by applying it through lessons in primary and secondary schools. Applying media literacy in school

can make sure that program run continuously and systematically and results can be more measured. Therefore, need to push with various experiment of media literacy activities are integrated into existing curriculum school. The most appropriate model for media literacy activities through schools is Protection Model for preschool and elementary school levels, and Empowerment Model for secondary school levels. The Active Citizenship Model can be applied to senior high schools where students have readiness in terms of critical power and high access to media. Collaboration with teachers and education is also very important so for media literacy can be better known and prepared to be taught in schools. Seems like in United States, media literacy more a matter for teachers. In this case, openness and support from government especially in Curriculum Centre at Ministry of Education and Culture very important [5].

- **Literacy Media: Wise Efforts in Responding to Television Shows**, research of Wira Respati uncover about how television has turned into an industry. Intense competition among TV stations requires media people to deliver programs based on market tastes. Therefore, most TV stations design and produce their programs based on share numbers and ratings, not quality. In other sides, TV stations has important roles in social and culture development. This moment, TV programs only produced based on business orientation so quality of TV programs often ignored. Audiences must be wise and smart to protect themselves from exposure of low quality in TV programs. This can be achieved by increasing their media awareness. In the end, audiences no longer treated as a passive object, but actively taking control of content selection. Key Words: TV Industries, TV programs, media aware, social and culture development [6].

Based on studies presented in description above, then position of this study shows that this research different from previous studies, previously studies about literacy media most mentioned about broadcasting regulator roles in media literacy to various parties both society and educational environment, in another, averages research reviews about media literacy without relate to awareness on healthy broadcast. Therefore, researchers argues that research have an originality which is adequate because it wants to relate with ability of media literacy with public awareness of healthy broadcasts.

A. Media Literacy Concept

Nowadays, penetration of various types of media has penetrated into various circles and communities in society, without distinguishing social and economic strata. The use of communication media has shifted to certain people's lifestyles. In this context, analogize that media technology take a part form certain roles in society. Along with communication technology development, of course there are some consequences, both positive and negative connotations on influence of the use of communication media technology. Media affect to audiences culture in variety ways [7]. So do not

be surprised, if our society life todays cannot be separated by presence of communication media technology.

Phenomenon increasingly lively when mass media compete with each other in providing information services to consumers. High penetration of communication media an impact increasingly difficult to control. Now, audience is not just getting information, knowledge, and entertainment, but can interact directly. In same moment, media instil new ideological values in form of lifestyle, consumerism culture and models of imitating attitudes and behaviours of certain artists/actors that are popularized by media. For that, time has come for increasingly intensive and free media penetration to be balanced with media literacy as a culture of resistance to negative impact of media. In other side, media literacy also purposed to public protect who are vulnerable and weak to impact of media penetration of new media culture.

Massive developments in media that affect audiences require a new culture of consuming media in a healthy manner. Among with information technology and communication development, then media literacy becomes an urgent thing to do. Media literacy certainly cannot work well without society participation. Kind participation such as individual more focus on guidance of parents as family heads for media consumption in their environment. Likewise, supervision in community, certain groups of people who care about media development, as well as empowering local wisdom that develops in society.

Media literacy definition is media literacy came from English, there are two words its mean that media where message exchange and literacy means literacy, then known as media literacy [8]. In this case, media literacy refers to audience ability who are aware on media and mass media message in mass communication context. Term of media literacy also known as media literacy and basically has same meaning. According to Potter define media literacy as one a set of perspectives in interpreting messages we receive and how to anticipate them. Furthermore Potter defines [9]:

> *Media literacy may be thought of as the ability to create personal meaning from the visual and verbal symbols we take in every day from television, advertising, film, and digital media. It is more than inviting students to simply decode information. They must be critical thinkers who can understand and produce in the media culture swirling around them.*

Opinion above indicate media literacy can be considered as ability to create personal meaning from visual and verbal symbols which we take in every day in television. They must be critical thinker who can understanding and produce in culture of media around them. According to National Leadership Conference on Media Education, media literacy is an ability to access, analyse, evaluate, and communicate a message in various form.

There are many definitions of media literacy though same core concepts unite them. It is an umbrella concept open to a diversity of perspectives. Cecilia Von Feilitzen has argued in this vein that; there exist many definitions of media literacy

around the world. More and more often they include the ability. 1.) to access the media 2.) To understand/critically evaluate different aspects of the media and media contents, 3.) To create media contents/participate in the production process. It is not unusual that the definitions also include aspects of learning to use the media in order to participate in the process for social change, for development towards increased democracy [10].

Media literacy is not media education, even so, to understanding media literacy needed knowledge about media. These two aspects are certainly related to one another. Differences where media education is how to see media function positively, deeper knowledge about media itself so an audience will be able to recognize and understand what meaning of media is. Meanwhile, media literacy is wise to public protect from negative effect contained in media, because it needs to be underlined media is not always positive, there are messages or impressions that invite negative things so they must have filtration that can protect interests of audience. Therefore, media literacy is born.

Our abilities and expertise are very important in mass communication process. This ability is not always easy to master but it is very important to learn and do. This capability is media literacy that effectively and efficiently understands and uses various forms of media communication [8].

Media literacy can understanding is a media literacy awareness movement which is certainly determined also by one's ability and expertise in using media. Understanding about message in mass communication must be further improved, because message given by mass media cannot be filtered directly but we need to understand message well. Moreover, awareness of content is thing more long important for society, where this will support media literacy well. Furthermore, Potter expanding scope of media literacy activities, among others:

1. Media awareness is a series, not grouping.

2. Media awareness need to develop.

3. Media awareness is multidimensional, such as:

   - Cognitive, refers to mental process and thinking

   - Emotion, feeling dimension

   - Aesthetics, ability to enjoy, understand and appreciate content artistically

   - Moral, ability to capture meaning that underlies message

4. Purpose of media awareness is for given us many control of interpretation [8].

Media literacy studies must develop thinking power of public knowledge about media, as in cognitive aspects included in media literacy. Thinking of media must be able to make developed with this media literacy existence, so audience can understand message well. Audience will try to critical thinking about message which delivered by media and will not easy to be affected. After that, developing emotional side of audience in this media literacy studies is also important. Audience will try to feel what felt yourself and others from a media.

Developing moral maturity of audience in relation to maintaining morality consequences for everyone.

Mass media and audience on this moment are interrelated and need each other. Media need us as a target for delivered message, meanwhile, we need media for content contained such as entertainment, information up to education. This kind of system must be handled well by audience, audience must know what they need from media. Do not let all content be taken, because not all media content in accordance with audience needs. There are negative contents that must be filtered by audience with capabilities they have. Audience must be observant in developing their ability to read media messages. It should be understood that media messages are sometimes difficult to understand, so there is ability to read media texts that look vague. Mass Communication Expert Art identify seven elements of media literacy, then added one element by Stanley J. Baran so be eight elements of media literacy [7], among others:

- A critical thinking skill that allows audience members to develop independent judgments about media content.

- Understanding about mass communication process.

- Awareness in media affect for individual and society.

- Strategy for analyse and media messages discussing.

- Understanding media content as a text which gives us insight into our culture and life.

- Ability for enjoying, understanding, and respect to media content.

- Development of effective and responsible production skills.

- An understanding of ethical and moral obligations of media practitioners [8]

Potter rates that higher level of media literacy which has person, so more meaning got. Everyone basically capable of media literacy, no one is truly not media literate and no one is truly media literate. All are basically media literate even at different levels. Conversely, lower level of media literacy which has by person, also less messages got. Someone who has a low level of media literacy will find it difficult to recognize inaccurate messages, media alignments, understand controversies, appreciate irony or satire and so on. Even more likely that person will easy trust and accept meaning which delivered by media as they are without trying to criticize them. Even more likely that person will easy trust and accept meaning which delivered by media as they are without trying to criticize them.

According to Livingstone there are four component of media literacy among others [11]: 1) Access; 2) Analysis; 3) Evaluation; and 4) Content Creation which is equally united as basic ability of media literacy. Component itself dynamically supporting each other, how access obtained by public, messages analyse from an audience, evaluation conducted to content creators in media which provides to audiences. Creativities in an analysis and evaluation opens the door to new uses with access ability development and others.

II. METHODS

This research using descriptive method. Descriptive research is a method in researching status of people groups, an object, set of conditions, system thought or even classes at present time. The purpose of this descriptive method is for make a description, illustration, or painting systematically, factual and accurate of facts, nature and relationship between investigated phenomena. This research also often called non-experimentation, because of this research do not control and manipulate research variables.

Research population is public who are members of a broadcast monitoring volunteer who was guided by Region Indonesian Broadcasting Commission (KPID) in West Java Province of 2018 consists of 5 level from 5 Regions in West Java are Sumedang, Subang, Karawang, Bogor and Bandung which numbered 140 people. Sample of this research taken from every levels of 5 people so as many 25 people were given questionnaire. Then, numbered 25 people were given questionnaire research.

Data collecting technique conducted by distributing research questionnaires. Questionnaires is supporting data that is used to collect information related to public level of media literation. Sugiyono said that questionnaire is a data collecting technique conducted by giving questions set or written statements to respondent to answer [12]. This questionnaire research submitted to measure media literacy level with a closed and comprehensive answer pattern, because it has provided a choice of certain written choices. The data obtained will analysed, presented and evaluated so has a meaning. Analysis and interpretation references to theoretical foundation and framework based on consensus judgement. In this research, data analysis conducted by following procedure is data reduction, data display and make conclusion and data verification, in this level researcher interpreted field findings which be research model of results in accordance with arise themes. If needed can also use "descriptive statistic" are frequently calculating and percentage of responses from respondents will presented in kind of work table analysed descriptively.

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III. RESULTS AND DISCUSSION

Media literacy study develops people's thinking power of knowledge about media, such as in cognitive aspects which covered in media literacy itself. Thinking of media able to develop with media literacy, so audiences can understand message well. Audiences which think critically about message

delivered by media will not easy be affected. Emotional side audiences in media literacy studies are important. Audiences felt what is felt by self and others from a media. Developing moral maturity of audiences in relation to keep morality consequences for everyone. Result study overall obtained findings that high media literacy level as exercise effects, guidance and companion from media regulator is Region Indonesian Broadcasting Commission of West Java reality illustrates that ability of media literacy, useful in contributing for critical on broadcast content in broadcasting media.

. This research showed that public media literacy level presented by broadcast monitoring volunteer who was guided by Region Indonesian Broadcasting Commission (KPID) in West Java illustrated in following diagram [14]:
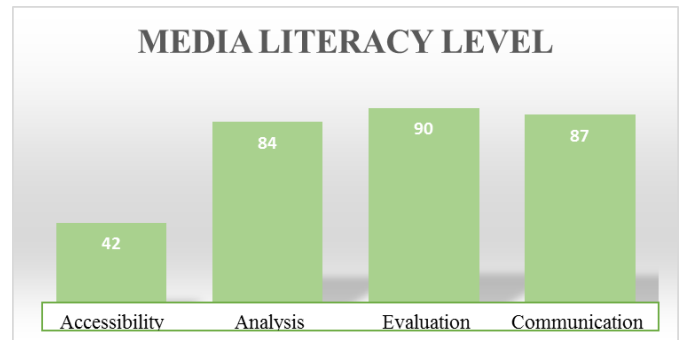

Fig. 1. Media literacy level.

Respondent media literacy levels according to indicator in media literacy both in accessibility aspects, analysis, evaluation, and communication showed highest ability. This is meant that respondent will critical in media contents understanding. As said by Potter, higher media literacy that someone has, then more meaning gets. Everyone basically capable in media literacy, nobodies not really in media literacy and nobody really in media literacy. Everyone basically in media literacy even though being in different levels. Otherwise, more lower media literacy someone, more little or shallow messages gets. Someone who has lower media literacy will difficult knowing inaccuracy of message, media alignments, understanding controversies, appreciating irony or satire and so on. In fact, most likely person will easily trust and receive meanings conveyed by media as is without trying criticize [9].

Nowadays, variety kind penetration of media penetrated into various circles and public communities, without distinguishing social and economic level. Communication media uses shifted into certain public's lifestyle. In this contexts, analogize that media technology taken part from certain roles in public. Along with communication technology development, of course there are some consequences, both of positive connotation or negative on uses influences of communication of media technology. Media influences on audiences culture by variety ways. Thus, is not surprised if public life todays, cannot separated by presence of communication media technology [7].

Broadcasting institution is a mass media communication has important roles in social life, culture, politic, and economic. Besides have freedom, broadcasting institution also must

responsibility in implementing function as information media, education, entertainment, also control and social glue. Development and growth of broadcasting media in West Java continued to significant experiences improvements because in economic, politic, social and culture, West Java is a strategic region and potential. Is not only West Java who has large population, but many assets and local potential which are rich and explore. West Java position itself as a province with highest number of broadcasting institutions (417 Broadcasting Institutions).

KPI/KPID as a form of public participation serves to accommodate aspirations also public interest represent in broadcasting. In implementing its function, KPI/KPID have authority: a. establish of broadcast program standard; b. regulation formulate and broadcasting behaviour guidelines; c. supervise implementing of regulation and broadcasting behaviour guidelines also broadcast program standard; d. give sanction to regulation violations and broadcasting behaviour guidelines also broadcast program standard; e. coordinate and/or cooperate with Government, broadcasting institutions, and public [14].

KPI / KPID also has duties and obligations: a. public guarantee for obtain proper and correct information according to human right; b. assist infrastructure regulating in broadcasting; c. participate in building healthy climate competition among broadcasting and industries; d. maintain a fair, equitable and balanced in national information structure; e. accommodate, research, and follow up on complaints, objections, as well as public criticism and appreciation to broadcasting, and f. arrange human resource plants development which guarantees professionalism in broadcasting.

In line with functions and authority in broadcast content monitoring on 2018 there are 2065 indications of violations conducted by broadcasting institutions both radio or television in West Java increased to 2445 in August 2019. Violate findings indication can be seen in following image:
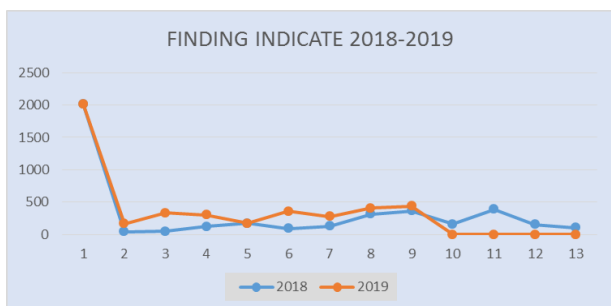

Fig. 2. Violation finding indicate on broadcast content.

Every months, violate indications both 2018 and 2019 fluctuating up and down. Picture recapitulation above illustrated that there are many violate findings indication, there are increasing finding indication which monitored by KPID monitoring team and broadcast monitoring volunteers. It's meant that monitoring volunteers performances measured through their media literacy level impact of high critical power to be reported to KPID in West java.
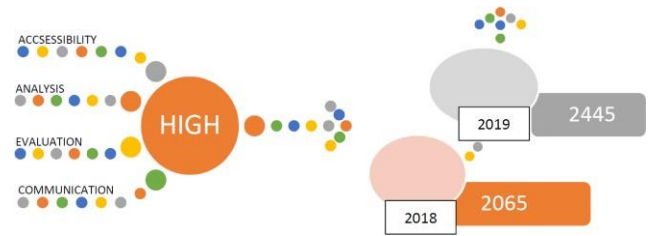

Fig. 3. Media literacy contribution on healthy broadcast.

Why media literacy abilities given contribution in healthy broadcast implementation, because a high media literacy will affect to critical power of volunteers in viewing television broadcast content. When volunteers have high critical power, will be able to analyse, evaluate and communicate result of content findings, which is associated with applicable norms. In pictures above illustrated that involvement of volunteers has been able to increase critical power so there is a significant increase in 2018 a number of 2065 increased to 2445 in 2019, the data for 2019 only be up to August, its mean that there are still many opportunities for possible findings indication, in volunteer observation as public representatives.

Media literacy is not only about media education, even so, to understand of media literacy needed knowledge about media. Twice aspects which are related to one another. The difference is that media education is how to see the function of media positively, deeper knowledge about media itself so as audiences will be able to recognize and understand what meaning of media. Meanwhile, media literacy is efforts to protect public from negative effect in media, because need underline that media is not always positive, there are message or display content which invites negative things so it must have filtration that can protect interests of audience. Therefore, media literacy is born.

Our ability and expertise very important in mass communication process. This abilities is not always easy for mastery but this is very important to educate and conducted. This abilities is a media literacy which effectively and efficiently understands and uses various forms of media communication [8].

Media literacy can be understood as a media literacy awareness movement which is also determined by ability and expertise in using media. Understanding about message in mass communication must be further improved, because of message given by this mass media cannot filter directly however we need to understand message well. Moreover, awareness of content is furthermore important for audiences, where this will support media literacy well.

IV. CONCLUSION

In encourage of healthy broadcasting, media literacy given significance contribution, it seems in research result that public who have high media literacy abilities will affect critical power of volunteers in viewing television broadcast content. When volunteers have high critical power, so they will ability to analysis, evaluate also communicating of content finding result which related to applicable norms.

Volunteers as public representation in finding result who have high power of accessibility, analysis, evaluation, and communication. This is contributed to finding indication increasing of broadcast contents which infringing evidenced by increasing number in quantity. Therefore, high ability of media literacy can encourage healthy broadcasting.

Based on result study, several things that need to be recommended are: 1) Ability of society accessibility in support awareness of healthy broadcast in general, audience hit by television media with various level and exposure every day still dominates. So expanding accessibility must always be socialized for media literacy level increasingly. 2) Ability of society analyse in support to awareness healthy broadcast, be able to analyse media message comprehensively, then material relate to improvement of analysis must be strengthened. 3) Ability of society evaluate in support awareness of healthy broadcast shows that volunteers evaluate abilities which be object in this research also have very high percentage, role of monitoring volunteers cannot be ignored as one of potentials to be developed. 4) Ability of society communicate in support awareness of healthy broadcast, shows in context of media literacy understanding on respondents of this research in high categories and are not much different, then facilities and infrastructure in supporting this program need to have support from all components both government, regulators, media and society.

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