

EXPLORATION ON ETHICS ON BROADCASTING IN INDONESIA (A Case Study of Bianglala Program on Reks Garut Radio)

Tita Melia Milyane, Universitas Langlangbuana-Jl. Karapitan No 116 Bandung
Phone. 085220658674 Email: meliamilyanenane@gmail.com

Abstract.

The ethics on broadcasting is a guide for media crew in conducting broadcasting activities. When these ethics not properly implemented, it will cause serious effects. As happened on the Bianglala program of Reks Garut Radio. Bianglala, as an interactive program clarified by government officials and stakeholders, is listeners' favorite program in Garut, and serves as a medium used by the people to complain about the government services. Initially, Reks Radio did not have the standardized rules ethics on broadcasting. However, the threats from institutions or announcers being criticized or listeners who criticize who complain about some legal cases based on listeners' opinion, then shape the broadcasting ethics on Reks Radio.

This study illustrates how the ethics of broadcasting is formed in Reks Radio, and how the ethics of broadcasting issued by Indonesian Broadcasting Commission (KPI) and The National Private Radio Association of Indonesia (PRSSNI) are adopted and implemented. In fact, the radio management only took some parts of those two ethics to be applied in broadcasting by Reks Radio. This study also criticizes the code of ethics issued by KPI and PRSSNI that have resulted an ambiguous implementation of broadcasting ethics in the field.

This research employs case study method with constructivist paradigm.

Keywords: Radio ethics on broadcasting, implementation of broadcasting ethics, criticism on broadcasting ethics of KPI and PRSSNI,.

Background

The ethics on broadcasting is the basis guideline for announcers or media crew in broadcasting behavior, where broadcasting products must conform to applicable rules or norms. The ethics on broadcasting is related with the ethics that the audience must meet in conveying aspirations, ideas and opinions. In reference to broadcasting ethics, the produced and broadcasted programs should not contain offensive elements like sex, religion, race, pornography, violence, humiliation, harassment and so on.

The ethics on broadcasting is guided by broadcasting ethics issued by the Indonesian Broadcasting Commission (KPI). For private commercial radio media, they both refer to the code of ethics issued by KPI and code of ethics issued by National Private Radio Association of Indonesia (PRSSNI).

This study explores the use of the ethics on broadcasting in the radio media considering its uniqueness that combines the broadcasting ethics code issued by KPI and PRSSNI. The subject this study is Bianglala program of Reks Garut Radio, since it is the most interactive program of the radio.

Bianglala is a government and stakeholder clarified public opinion program.. This program received a very enthusiastic response from the audience, since it reached 3,500 number of audience . Listeners who want to participate must register in advance to get a personal identity number (PIN) that will be used as a password. Another uniqueness of this program is that the members or listeners' identities are confidential, so they can freely criticize the government officials or stakeholders. Besides that, the ethics on broadcasting are obeyed by all of the listeners and announcers. They will remind each other when one of them commits an offense.

As a commercial radio member of PRSSNI organization or a national private radio broadcasting association of Indonesia, Reks Radio's broadcasting activities are guided by the journalistic code of ethics issued by PRSSNI and KPI,. The journalistic code of ethics is set forth an standard operational procedure (SOP) of broadcasting made by Reks Radio.

Theoretical Foundation

Ethics deals with things that are being judged, whether it is good or bad. It is a normative science that contains the values and norms used in community daily life. In communication, including in terms of media implementation, ethics has its own wisdom in broadcasting or communication activities. By knowing and understanding ethics, people who communicate will align their communication activities in accordance with the values , norms and rules applicable in a particular area. Thus, a person who engages in communication will

always consider whether the message is ethical or not, not just deliver the message regardless of the prevailing norms and values adopted.

In the perspective of journalistic language, ethic is integrated within the behavior and personality of a journalist. In meaning that journalists remain subject to ethical rules. According to Sumadiria (2006: 187), journalistic language is full of good ethics during news getting and news hunting process, news writing process, news editing and news publishing.

Radio media has radio journalistic ethics subjects, such as reporters, radio announcers, and radio programmers. Without the ethics of journalism, a reporter or journalist can turn facts, fabricate news, and expose fictitious data without knowing by anyone. However, professional ethics will stop a journalist from doing deviating behaviors. Therefore, journalistic ethic is used as a true reference of bad behavior of a journalist.

After comparing journalistic codes in 31 European countries, Lailita in McQuail (2012: 191) concludes that there are many different principles journalism, which then classified into six major groups, as follows:

1. The truth of information.
2. Clarity of information.
3. Protection of public rights.
4. Responsibility in the formation of public opinion.
5. Standards in collecting and reporting information.
6. Respect the integrity of the source.

Methodology

This study employs constructivist approach (qualitative methodology) with case study method. Constructivist approach is used to analyze the formation of broadcasting ethics that emerged from the audience conflicts. The constructivist approach sees reality as being constructed, with methodological dimensions being dialogical or dialectical. The case study method explains the uniqueness of a case that occurs in a place and interesting because of its specificity. In this case, researcher observes that the Bianglala program has listeners who are unique and critical, which is a very rare specificity in the radio media. Hence, the researcher categorizes this research into case study method.

Findings

The ethics on broadcasting used by Radio Reks is issued by PRSSNI and KPI classified as follows.

1) The information is correct, honest and factual

Broadcasting information from Reks Radio puts forward valuable news actual and honest information without manipulation. All announcers are trying to implement this ethic in broadcasting of information. They are very careful in searching, generating and broadcasting news to the audience, because this may cause violation of information that will cause chaos in accepting information by the listeners, and will decrease public's trust. The announcers who spread not factual and incorrect news will receive first sanction in the form of warning, if she or he still violate the news, she or he will be given second sanction in the form of administrative sanctions (salary deduction), and sanctions in form of suspended the broadcasting duty for a certain time until it is over.

2) **Be fair in presenting information to the audience, without appealing to particular group or certain class in society.**

When an announcer shows tendency to one side, the listeners finally took a stand. Most of the listeners who criticized this propaganda trend, decided to no longer participate in Bianglala program, if the announcer tends to take side to the Regent, since the listener chose to participate in the Bianglala program because of its neutrality. What these listeners did is a form of reminder to the announcer to realize his mistake.

This is in line with some theoretical approaches that argue justice can be lost when it comes to power and self-interest, including to a senior journalist, whereas the audiences have the rights to get right and correct information (people's right to know).

This partiality makes the researcher sees that it affected personal subjectivity in viewing or describing an event. Objectivity should be the principle of a journalist to convey information honestly and factually. Objectivity means to be free of any interest other than the public interest to know the information. The emergence of conflict of interest in broadcasting Bianglala can be seen by the listener or is a perceived situation.

3) **Using wise, polite language and avoiding provocative words.**

The polite use of verbal language and the avoidance of provocative words are reflected in the Bianglala program tagline, that the language of Bianglala must be polite, non-tendentious, non-libelous, non-discriminatory, always upholding the presumption of innocence and always being wise in acting.

Previously, many listeners indulged the emotions in the air by using harsh words and even screams. Many consider that the listener's expression as a feeling of being restrained for decades by Soeharto's government, but then some people began to think that the language used in Bianglala should be controlled because it was not in accordance with the

traditional Eastern Indonesia and Sundanese culture, which is famous for its smoothness, gentle and friendly speech.

Finally, most listeners and announcers took the initiative to make Bianglala's the signs of broadcasting sign informing that the words used are polite, and not blasphemous. This was then standardized in the form of written rules by Radio Reks in 2007.

4) Errors and apologies are promptly made when there is an error in the news.

To anticipate errors in the news, then in addition to immediately make errors and apologies, Reks Radio management does the following:

- a. Saving the conversation or broadcasted documents especially Bianglala program by recording and storing it in special file named Bianglala date, month, year (example: Bianglala 25032015, meaning Bianglala broadcasted on 25 march 2015) and so on. This conversation document is stored within a year as an archive.
- b. Informing Bianglala listeners to convey information based on facts in the field, not to corner someone's personal or slander.
- c. Informing all announcers that was delivered by radio managers, to ensure that that the Bianglala announcers to keep cautious in addressing opinion on an issue discussed in the program.

5) Regarding controversial matters, the preaching must be objective, balanced, fair and unambiguous to lead the audiences to support or reject certain parties, either in an explicit or conspicuous manner with narrative languages brought by announcers or in subtle or covert ways such as the selection of speakers, order of presentation or selection of specific words.

Researcher sees this is inappropriate. Referring to the general definition of journalism for fairness and balance of news, objectivity should be the guideline of any media journalism regardless of whether the issue is controversial or not.

In meaning that neutrality must be maintained in any information or proclamation regardless of whether the news concerns what is agreed upon or not by the public, or even the news raises opposing opinions, creates conflict or not.

6) Avoiding the tendency of trial by the press.

In broadcasting Bianglala, there is no trial by the press, but there are conditions where the announcer seeks evidence of the information submitted by the listener, analyzes the evidence, reviews it and then delivers the review to the public.

7) Increasing awareness and compliance with the law and all applicable laws and regulations in Indonesia;

By focusing on the Bianglala program, Radio Reks strives to continuously educate about the law and other laws and regulations so that people know, understand and can apply it in everyday life. The success of this law can be seen from more cautious listeners and announcers in delivering information and seeing the clarity in terms of legislation. Interestingly, some listener will read the applied rules before expressing their opinion on Bianglala.

8) Respect and uphold the principles of democracy

As a program that gathers aspirations from the community using the bottom up method, Bianglala upholds the following principles of democracy:

- a. Every member of the society has the freedom to express an opinion appropriately based on the stipulated law.
- b. Every member of society has the rights to freedom of thought, which can be conveyed through both traditional and online mass media.
- c. The freedom to express opinion is a freedom that can be accounted by the related individual.
- d. Radio, as an electronic mass media, has profession and moral responsibilities to the public. The profession responsibility includes responsible journalism activities, while the moral responsibility is associated with the conveyed information should have implications in creating and maintaining the moral side of the community, in order not to fall into misleading behavior or information.
- e. The reporting or information or statements of the listeners shall uphold the presumption of not guilty (in respect of the legal case), not defaming or denouncing any groups..
- f. Conveying information in accordance with applicable ethical rules, both in the content and verbal language used.

9) Principles of journalism

In its broadcasting activities, Bianglala tries not to violate the code of ethics that applies, even though not all Bianglala announcers explicitly understand the principles of journalism.

Bianglala announcers and listeners have had a limited understanding, in which information and opinions in broadcasting Bianglala (code of ethics broadcasting in Radio Reks) include:

- a. Speaking politely, not tendentious or cornering any particular group.

- b. Conveying non-alleged information, but fact-based information based on the facts in the field.
- c. Conveying information that is not defamatory or discredit someone in person or class.
- d. Be polite and friendly to the listener, and
- e. Announcers must always be careful in expressing ideas or opinions.

Furthermore, the journalistic principles based on broadcast program broadcasting commission Indonesia standards include:

- 1) Subject to legislation and shall be guided by the Journalistic Code of Conduct issued by the Press Council
- 2) Accurate, fair, balanced, impartial, unflattering, non-agitating and misleading, not mixing personal facts and opinions, not highlighting elements of violence, not tribal, religious, racial and interreligious, and not making lies, slanders, sadistic and obscene.
- 3) Making a correction of inaccurate information.

10) In broadcast programs involving the use of telephone facilities or short message services (SMS) shall explicitly inform the rate charged for participation in quiz or prize draw.

Researcher affirms that this does have strong enough from the PRSSNI and KPI regarding this information. If it is based on the public interest and the public has right to know, therefore the use of telephone and SMS facilities in an interactive event and request shall also be governed by the broadcasting code of ethics issued by PRSSNI and KPI.

Hence, this point should be changed into 'in a broadcast program involving the use of telephone or SMS facilities, the rate charged for participation in interactive events, song requests and quizzes or lucky draws should be explicitly announced'.

11) Records of broadcasted programs shall be kept properly for at least one year after the broadcasting.

Reks Radio does not require the storage of broadcast recordings for all of its programs, except for Bianglala program. Prior to 2007, Bianglala did not have a recording of its broadcasted programs.

However, the incidents of threats from individuals or groups in the community who were offended by the information in Bianglala made Reks Radio management decided to file this broadcast, so allegations of false news or exaggerated news can be avoided.

Reks Radio only archives the Bianglala broadcast documents and does not archive other broadcasts that also contain interactive elements due to space constraints in computer devices and the availability of human resources (technicians) who must perform the recording. This happens because most announcers do not have access and also the ability to record their broadcasts. Recording can only be done by certain technicians and announcers only.

12) Responsibility in forming public opinion

The formation of public opinion is the full responsibility of the radio mass media. According to SPRS from PRSSNI, opinions are forms of responses, problems, ideas, ideals or forecasts that are manifested in comments, news analysis and editorial. Comments and analysis of the news are from outside the station management, while the editorial is the official opinion of the station management. Editorial is the responsibility of the station completely, while responsibility for comments and analysis of news other than held by the station is also charged to the contributors.

However, in reality, the broadcast of Reks Radio is bias between comments, news analysis and editorial. In fact, Bianglala announcer cannot distinguish the three types of opinions. Due to the lack of socialization of the program manager, the Bianglala program mixe up the commentary and analysis of the news, in which these two opinions were supposed to be opinions from outside management of the station. On the contrary, the editorial as the right of station management is never done. This reality then makes the Bianglala announcers seem to have the right to answer the problems raised by the listener. The answer of this announcer often leads to debate. In fact, it often leads to open conflict between announcers and listeners, listeners and listeners or with the government. The announcers also opine by providing comments and analysis of the broadcasted news.

The broadcasting ethic of Reks Radio was made after various conflicts resulting from the broadcasting of the Bianglala prgoram. These conflicts include the conflict between the listener and the announcers, the conflict between the listener and the government, and the conflict between the announcer and the government. This conflict has made Reks Radio management to issue broadcasting ethics (set on October 30, 2015), with reference to the broadcasting experience of the management crew, the SPRS PRSSNI and KPI.

Broadcasting operational standards of Reks Radio are defined in the broadcast rules and broadcast codes of ethics adopted on 30 October 2015 by Reks Radio station managers as follows:

Broadcasting Rules on Reks Radio

1. Come 15 minutes before the program starts
2. Fill the Log Book Broadcast
3. Dress neatly and wear shoes
4. Do not smoke in the broadcasting room
5. Do not leave the broadcast space for long periods of time during broadcasts, except for the very important thing
6. If unable to attend, must notify the Manager's Program one day before.
7. Do not leave the broadcasting room before the next show announcer is present
8. Maintain broadcast equipment and the cleanliness of the broadcasting room.

Broadcast Code of Ethics in Reks Radio

This code of ethics is created by the internal team of Reks Radio as a guide for announcers in conducting broadcasting activities. It consists of the following points:

- 1) Be polite and friendly to the listener.
- 2) Always be objective in seeing a problem and able to be neutral or impartial.
- 3) Not to discredit a person or group either directly or indirectly.
- 4) Always be careful in expressing opinions or opinions.
- 5) Maintain the image and good name of the company when on and off air.

The formation of written ethics of broadcasting in Radio Reks, in addition to being created due to the emergence of conflict, is also a collaboration between the KPI code of ethics, PRSSNI and broadcasting experience from management, described as follows.

Through this case study research, the authors critiqued journalistic ethics contained in SPRS PRSSNI and P3 and SPS KPI as follows:

1) Regarding the content in one of the professional broadcast radio professional articles of PRSSNI (I.i.1.e on general terms of proclamation),

Namely 'in controversial matters, the preaching must be objective, equitable, fair and unlikely to direct audiences to support or reject certain parties', either in an explicit manner or striking with the narrative language of announcers or in a subtle or covert manner as with the selection of speakers, the order of presentation or the selection of certain words', Researcher sees this is inappropriate. Referring to the general definition of journalism for fairness and balance of reporting, objectivity should be the guideline of any media journalism regardless of whether the issue is controversial or not. In meaning that neutrality must be maintained in any form of information or coverage regardless the news

concerns what is agreed upon or not by the public, or even the news raises opposing opinions, creates conflict or not.

- 2) In SPS issued by KPI, in Chapter XXII Part one of Article 53 paragraph 3 states that in a broadcast program involving the use of telephone facilities or short message service (SMS) shall explicitly advertise the rate charged for participation in a quiz or lottery. Researchers do not see a logical reason to distinguish lucky draw events with interactive events that both use phone or SMS facilities. Instead, this rule also applies to events that use the same facilities. Thus, the host that guides the event to use the telephone or SMS facility, without exception, can deliver the rate charged.

Researcher sees the existence of incomplete rules both from PRSSNI and KPI about the information use of this phone and SMS.

When analyzing at the public interest and the public's right to know, the use of telephone and SMS facilities in interactive events and requests should also be regulated in a broadcasting code of ethics issued by PRSSNI and KPI.

- 3) In the SPS of the Indonesian Broadcasting Commission Chapter XV Article 42 paragraph 1b on the principles of journalism, it is mentioned that the news broadcast program shall pay attention to the principles of journalism that is accurate, fair, balanced, impartial, unflattering, non-instigating and misleading, confusing personal facts and opinions. This rule is then corroborated in Article 44b that the presenter does not pour his own personal opinions.

Researchers argue that these articles contradict the journalistic code of ethics issued by PRSSNI, so researcher sees this as a rule that can be interpreted by media actors.

In this case, at the Bianglala event, the announcer may be of opinion and the management does not prohibit. Only TS announcers never take an opinion, because he believes that Bianglala announcers should act as facilitators and mediators, instead of acting as actors.

Conclusion

Broadcasting ethics may be created after various conflicts in legal matters, as happened in the Bianglala program of Reks Garut Radio. Threats to the announcer, the kidnapping of one of the announcers and the conflict between the listener and the listener's conflict with the government official, lead to the issue of broadcasting ethics. Broadcasting operational standards and broadcasting codes of ethics in Reks Radio refer to the Broadcasting Standards issued by KPI and radio management experience as the main reference. However, in practice, broadcasting behavior is a collaborative implementation

between KPI broadcasting standards, management experience and Standard Broadcasting Radio PRSSNI. Opinion activities conducted by announcers tend to lead to class action conflicts and claims. However, this is deemed not to violate the broadcasting code of ethics, because it is not explicitly stated in the written Standard Operating Procedures and ethical broadcasting of Radio Reks. The closeness of one announcer with the Garut Regent causes a conflict of interest.

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AUTHOR BIODATA

Name : Tita Melia Milyane
Birth : 19-02-1974
Degree of Education : PhD
Sex : Female
Institution : Langlangbuana University-Indonesia
Position : Lecturer of Communication, Faculty Social Science and Politic
Address : Jalan Karapitan 116 Bandung-Indonesia
Phone : 085220658674
Email : meliamilyanenane@gmail.com

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