

The Role of Center for Broadcasting Development Studies in Improving Professional Education in Indonesia

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ABSTRACT

A change of power in Indonesia marked a change of paradigm concerning almost every aspect of social political life in the country. Among those changes are the reinterpretation of the government role concerning the information control and freedom of press. As consequences of the strengthening of people power and their awareness to apply social control, press paradigm – including broadcasting- also changed. After 1998 reform, people became aware that broadcasting should be used for the people, by the people, and for the benefit of the people. In accordance with this situation, which is provoked by the elimination of the Ministry of Information, there is a need to establish the Center for Broadcasting Development Studies.

Introduction

According to the Act No. 40/1999 concerning the press, the press is a social institution and a vehicle of mass communication which carries out journalistic activities, that encompass searching, acquiring, owning, saving, processing and giving of information, whether in written, audio, pictorial, audio-visual, data and graphs, or in other forms using the print media, electronic media and all other available channels.

A journalist is a person who regularly conducts journalist activities. Therefore, some of people working at broadcasting field can be classified also as a journalist. Radio frequency spectrum as limited nature resources should be used optimally for the public can be regulated by the government through the Ministry of Communication (DG. Postel). A broadcasting which is not a part of journalistic activity should be regulated in accordance with existing laws?

Article 28 of the 1945 Constitution guarantees freedom of association and assembly, and freedom of expression of thought and opinion through oral or written means. The press, which encompasses print media, electronic media, and other media, is one of the vehicles for such expression of opinion through oral or written means. In order to ensure that the press functions to the maximum in accordance with the message of Article 28, an act concerning the press is deemed necessary. The maximum function is required because freedom of the press is a manifestation of people's sovereignty and forms an important element in the democratic life of the society, nation, and state.

In the democratic way of life, accountability to the people is ensured a system of transparent governance functions, and justice, and truth emerges.

A press which is free to seek and communicate information is also important for implement-

ing the Basic Human Rights, guaranteed by the Decree of the People's Consultative Assembly No. XVII/MPR/1998 concerning Basic Human Rights. This includes the right of every person to communicate and receive information, in accordance with the United Nations Declaration on Human Rights Article 19, which states "Every person is free to have and express his opinion; include in this right is the freedom to have an opinion without interference, and the freedom to seek for, receive, and convey information and opinion, through any media and without geographical constraints."

A press, which carries out social control, is also very important for the prevention of abuse of power, whether by way of corruption, collusion, nepotism, connivance or other types of deceit.

In carrying out its functions, right, responsibility, and roles, the press respects the basic right of every person, and consequently a professional press which is open to the control of society is demanded.

Societal control means among others; control by every person which is guaranteed by the Right of Reply and Right of Correction, and control by social institutions such as media watch and by the Press Council, through various forms and means.

In order to prevent overlapping regulations, this Act does not make provisions for matters which have been regulated by other laws and regulations.

By law (Act No. 24/97), the broadcasting aims to increase THE QUALITY OF HUMAN RESOURCES, to channel constructive public opinion in the social, nation, and state life as well as enhance the active role society in development, to enhance the national cultural resilience, to improve the national economic capability edge, to enhance legal awareness and national discipline and to strengthen a viable and dynamic national stabilization. However, Act No.24/1999 is also a first priority to be revised as soon as possible.

On the other hand, article 3, Press Act No. 40/1999 mentioned that National Press function as media of information, education, entertainment and social control. Article NO.6 said that National Press has role as to fulfill society right to know and to champion justice and truth.

People Awareness

Since Independent Day in the year 1945, broadcasting (radio and television) were become source of many information such as: international news, spirit of nationalism, non-formal education, source of development, entertainment, advertisement/commercial. In the last 30 years, the situation was so bad, the people in power used to use broadcasting as a tool for attracting national participation for national projects. Government requested from the people to contribute land and labor force inappropriate taxes for government projects, eventhough the projects will not contribute anything to people. In the last 20 years the situation was getting worse because the central government in Jakarta together with the Ministers, Governours in provinces became one-team with the language and the same action to use broadcasting for indoctrination, propaganda, a kind of brain washing and justifying government projects.

In 1998 people beginning to aware that situation should be changed. Broadcasting should be used for the people and by the people for the benefit of the people. People power forced Former President Habibie to give freedom of the press including broadcasting and to reduce substantially propaganda, indoctrination, brainwashing and justification of the government policy in broadcasting operation. When Mr. Wahid come to the power on August 1999, the first thing he did is to eliminate the Ministry of Information as a source of authority or power to control broadcasting activities. Step by step the reducing of the government interference to the broadcasting had been implemented through formal regulations to accommodate people awareness toward role of broadcasting in the society.

Centre for Broadcasting Development Studies

In the first January 2000, Centre of Broadcasting Development Studies was declared by educators, broadcasters, lawyers, and multimedia experts, to focus broadcasting activities for educa-

tional purposes in definite way. Elimination of the Ministry of Information and Ministry of Social Justice by the President of Republic Indonesia were easily understood and accepted by professional people. Broadcasting and social justice programs will be more directed to professional education and special attempt to give more equal access of “basic need” for the families in the grass root level, rather than for giving indoctrination, propaganda, brainwashing, and justification from the government to the people.

As independent and professional body centre for Broadcasting Development Studies working together with university and school, broadcaster with several stations, research institutions, multimedia (internet) centers introducing innovation in more concrete ways such as developing standard of each program and evaluation of each project. Distance learning, educational curriculum in the schools, courses (out of school program) universities, out of school program in using educational broadcasting components and take advantage of website availability are also become the first priorities. Ethics, moral are more important to be implemented in the content of program.

Definition and distinction among information, education, entertainment and advertisement should be explained clearly to the eye of public, to avoid hidden agenda. In the past most of “Educational Program” were sponsored by non educational institutions and inserted by political and commercial projects. One of the article (No.10) in the Act: Radio Republik Indonesia and Television Republic Indonesia respectively organize various broadcast programs through some program/channels. One of which is An Education Program is never

exist. This centre will insist the government to obey this Article No.6.

In the era of “convergence”, the broadcasting is not stand alone but will be synergied with telecommunication and computer component (and also “the press”) to improve the quality of life and professional education in Indonesia. **M**

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