

GROWTH OF THE MASS MEDIA INDUSTRY IN INDONESIA

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Abstract: This paper focuses on the growth of the mass media industry in Indonesia. Background. Television is present with the double capacity that has yet to be rivaled by any other form of media in respects to the dissemination of information, as well as the ability in attracting audiences to watch the broadcasts for hours. The aim of Research is to analyze the mass media industry growth in Indonesia. The method of research this paper is qualitative research especially library research. Analysis. The Government of the Republic of Indonesia has very high expectations to make the television medium as both an accelerator and as a development machine. The growth of the media industry, such as television in Indonesia, are characterized by at least three things. First, the business management in the field of mass media is no longer carried out in the form of foundations based on the principle aspects of idealism. Second, a growing number of national entrepreneurs known as "conglomerates" or who invested in the business of mass media. Third, the existing mass media that are truly diverse in its forms and lead to specializations.

Key words: *Broadcasts, Business Management, Mass Media Industry, National Entrepreneurs, Television*

INTRODUCTION

Entering the 21st century, television has become an excellent media for almost all levels of the society, including the old and young individuals, women or man, and for those who reside either in the coastal areas or rural parts of villages. Television truly shows its prowess in overcoming distance, time and space. The nickname of "window of the world" became a reality, because of its ability to envision events taking part across the world into households without class-based differentiations.

The world was shocked in the 20th century, marked by the fictional work of *Orson Welles* in the radio, exhibiting a play entailing the presence of Mars occupants to earth. The earth population that heard of the event became hysterical and shocked, then was hypnotized with the radio's capacity in dramatizing the tale as if it was of real events. The ability of humans in fantasizing the radio broadcasts can be attributed to the success of research pertaining electronics, which has resulted in television technology, engineering photoelectric cells, cathode ray tube, iconoscope, broadcast, and antennae.

If the radio had dependence on sound (audio), thus television was able to break through

the lackings through the addition visualized pictures (video) that are supported by audio sound. Therefore, television is present with the double capacity that has yet to be rivaled by any other form of media in respects to the dissemination of information, as well as the ability in attracting audiences to watch the broadcasts for hours.

The testing on the use of television reached its peak in the early 1950s, when France and Britain were able to utilize it for news and entertainment broadcasting, which then developed being a medium of education and the formation of public opinion in the United States. As happened in 1961 when Richard Nixon and John F. Kennedy were involved in a presidential candidate debate.

Seeing the greatness and the benefits of television in the early 1960s, many developing countries that are newly independent made thorough efforts in building television stations, especially after they saw the potential that can be played by the medium of television for the nation's development, particularly in the areas of information dissemination, socialization, motivation, discussion and debate, education, culture, entertainment, national integration, and international cooperation [1,4].

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AIM OF RESEARCH

To analyze the mass media industry growth in Indonesia.

METHOD OF RESEARCH

The method of research this paper is qualitative research especially library research.

ANALYSIS AND DISCUSSION

The appeal of the television medium is seen as a driver of change, which have also has influenced the minds of policy makers in Indonesia with a decision to build a television station. By taking on the former location of the Academy of Information Affairs in Jakarta, the first television station in Indonesia was constructed, with experimental broadcasting beginning on August 17, 1962, marking the beginning of the television history in Indonesia. Development of television stations later named TVRI (*Televisi Republik Indonesia/ Republic of Indonesian Television*) was initially established to support the implementation of the Asian Games IV held in Jakarta, aimed at broadcasting the event throughout at least the Indonesian capital Jakarta, or the participating states. After that, TVRI as a governmental media, embraced the task of enhancing information dissemination, as well as a media that can function to advance developments.

The Government of the Republic of Indonesia has very high expectations to make the television medium as both an accelerator and as a development machine, therefore leading the New Order government to boost the development of local television stations ranging from Yogyakarta, Sumatra, and later in Guinea. To expand the Indonesian television network, the Indonesian government's in their five-year development plan (Repelita years 1), prioritized the construction of the Domestic Communication Satellite that cost approximately one year of the development budget. The satellite then was named "Palapa," and successfully launched on June 6, 1976.

Until 1983 the government of the Republic of Indonesia only had TVRI as the only medium of television in Indonesia. At that time, broadcast programs contained the messages that correspond with the government's policies. A top-down personality development, linear and being indoctrinating has brought TVRI as a hopeful media in changing the life of this nation being one with greater expectations of a brighter future. Even TVRI who in prior tried to broadcast advertisements, was discontinued despite being able to attain supporting funds for their broadcasting programs. But it was feared that consumerism might surface amid the advertisements broadcasted to the overall society.

Patterns of indoctrination broadcasting, loaded with instructional messages instructional have lead to the saturation in programs that are less diverse and monotonous. Meanwhile, the satellite Palapa means of communications that facilitate the entry of foreign broadcasts (spill over) through a network of satellite dishes, have become the refuge for television viewers in Indonesia who have experienced saturation to the TVRI broadcast. There is a tendency of Indonesian people living in areas bordering neighboring countries such as Riau, West Kalimantan and North Sulawesi, which more attuned to broadcast programs abroad such as Malaysia, Thailand, Philippines, and Australia.

This reality by the government is perceived to threaten national integration, so a policy was decided to pave the way for the private sectors to contribute to building a television station. The era of government monopoly in the world of television in Indonesia ended with the advent of private television stations. This situation is supported by the birth of the Reform Movement, which gave ample opportunity for all parties to participate in the mass media industry, including freedom of speech and creativity.

Until the mid of 2003, it was noted that there are 32 television stations that managed to broadcast regularly in Indonesia, including 23 stations with a limited broadcast TVRI area, 2 National TVRI station, 12 national private TV company, and 6 Regional TVs. Among the 32 TV stations, 12 of them have broadcasts accepted by viewers in Makassar and its surroundings, namely: Televisi Republik Indonesia (TVRI), Andalas Televisi (quiz), Indosiar, Televisi Pendidikan Indonesia (TPI), Rajawali Citra Televisi (RCTI), Surya Citra Televisi (SCTV), Metro TV, Trans TV, TV7, Lativi, and Makassar TV, Dawn TV.

In the midst of the Reformation euphoria that occurred after the fall of the New Order regime, the atmosphere of the people were hit with the abundance of freedom that not only occurred in the informal sector as street vendors and factory workers, but also in the formal sectors such as people's representative institutions, NGOs and also mass media institutions such as newspapers, radio, and television. The abundance of freedom also affected the content of the media in all of its forms without the control of the authorities like in the New Order. Journalistic practices such as pornography, news of violence, rape and also information superstition (paranormal) took a fairly large portion, especially in newspaper columns published in a tabloid form. The same situation is also present in the Indonesian television media contents, such as news that are increasingly substantive on violence in the form of rape, fraud, harassment, robbery packed in broadcast programs, such as Buser (SCTV), Sergap (RCTI), TKP (TPI) and programs alike. Even more tragic is the

emergence of broadcast programs that feels inferior and low in value, even to pornography.

Criticisms on the quality of events and broadcasted to the community reflect the form of objection. The role of media that is expected to lead communities to more constructive (functional) changes eventually gave the opposite, in which the media is portrayed as being the source of information pertaining criminality (chaos), and moral crimes (dysfunctional). It seems that the freedom is practiced by the television medium is assessed without control. There is an impression that the media has a tendency to follow the tastes of the people because it is seen as a promising market for money.

In this regard, the increasingly fierce competition has also encouraged the television broadcasting stations in Indonesia to open up bigger and wider markets. The market is no longer restricted by geographical area in which television stations are located, as the satellite technologies make it feasible for the television to become the primary producers in the market.

The growth of the media industry, such as television in Indonesia, are characterized by at least three things. First, the business management in the field of mass media is no longer carried out in the form of foundations based on the principle aspects of idealism, as it has been the additional shifts that manage the professional management system and the use of sophisticated technology leading to "commercialization." Second, a growing number of national entrepreneurs known as "conglomerates" or who invested in the business of mass media. Third, the existing mass media that are truly diverse in its forms and lead to specializations.

Within the company, owners of media and non-media shares felt ignored. The further development indicates that the industrial development of mass media are filled with a competitive atmosphere that is more fierce in nature. The competitive situation eventually could not be neglected as there were rapid developments in the media industries that were unequal to the needs of the market. Meanwhile, the local, national, and multi-national companies that sold their products via television broadcasting, needed a wider avenue to promote their products. In such circumstances, the community then is questioned whether they are literate or not, reside in rural areas or not, originate from economically stable or instable families with access. The reality shows that the information technologies have been dominated with the numerous broadcasts that could lead to dysfunctions.

Besides such aspects, the claim over freedom of speech and freedom to broadcast (including the freedom to broadcast their television material), became more competitive. Companies compete

with one another in the provision of broadcasts and pictures that are attractive, free to make speculations on the facts to exhibit new material, as a response to the questions that arose among themselves. "The discourse on free market" is recommended and introduced by the television mediums as an avenue of product competition. Further on that point, people are given the freedom to judge among the broadcasts provided.

Situations like this result to the conclusion that many things presented are no longer appropriate to the facts. Such a matter occurs not because that those that construct the materials are not intelligent nor honest, but caused by the mere fact that many phenomena could not be predicted, therefore the advances on civilization shattered realities. The broadcasts seemed to block and stimulate our consciousness, but seem not to bring about the right nor wrong values based on the definitions we have embraced in the past. Advanced development alike has made the broadcasts to be feasible to establish its own moral aspects being unprecise, despite being precisely planned, engineered or distorted to become more alive and persuasive in comparison to the reality.

Audiences can not be stated as the besotted. By assessing the average of all the displayed information as a chaotic world that is created by people who believe that what they teach the audience is based on the collaboration itself. Observing the conditions of the television media broadcasting as such, and with regard to the social mobility of Makassar that apparently is high throughout the times, indicates a change and population growth in numerous regions, cultures, origins and ethnic groups, and social level. This not only will lead to changes in the patterns of social interaction or citizens, but also forms of communication and interaction behavior of the economy. The situation causes construction to be increasingly complex in the variety of loads in urban life, including attitudes among citizens, which are increasingly competitive and social and political means.

Community groups such as those described above are mostly involved in the arena of violent struggle of life so that the values are shown on television to be very important. This occurs in communities generally live in slums and squatters settlements. Region in the city of Makassar which is the area of the slum areas Bontoala, Baraya, Maccini, Gusung, Mariso and Borong. Conditions residential communities that inhabit this region is very worrying. The problem is exacerbated by the emergence of the economic crisis that hit Indonesia since 1998 which resulted the purchasing power of low-income people while the lower the price of basic commodities soar further, the ability of the plant to production is also low, so the dismissal of

employees is increasing. All these elements result more poor society.

The economic situation directly impacts the social with the advent of various crimes in the community. Such a crime is a war between groups (riots), robbery, theft and muggings, murder, torture, widespread public decency. The condition is further worsened by the increase of reports of crime in almost all Indonesian television. This phenomenon is an interactive process between the real situation, prone to violence and presenting the impression of violence. This condition can be a driver of increase acts of violence (disfunctional) by the poor of society.

Accordingly also the presentation through the erotic film extensively transform the order of life, the value of the style and way of dressing up that let genitalia open or tight, see-through dress. Women for television is seen as a figure that is purely biological. Similarly telenovela showing the relationship between men and women more freely in an atmosphere of luxury. Then the ad that ignores cultural values and norms of society that zoom gives the impression of a very vulgar to show the body shape that is erotic and the use of words connoting pornographic like "pas milk" (coffee ads Torabika), "This peanut" (Ad beans eagle) or "Satisfied taste" (Ad JRG Sidomuncul). Display ads like these not only can cause sexual desire but also demonstrate a lifestyle of luxury consumerism (De Beers). This advertising is needed to understand and be sensitive to social and cultural issues and is not done for purely business interests.

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Communication science teaches that broadcast television has the power of a deep and wide influence because of its ability to connect the existing realities with the audience through a combination of audio and visual impressions. Ability was made possible also by the nature of television presenting experience in image form to approach the reality perfectly, especially when impressions are sustainable. Many experience gained through television programs which take place continuously or in the form of coverage that is serial. Trust the audience to television news beyond belief to news of other media. If there is any information to contradict one another between the media, the majority of people will believe in the television of the newspaper because of the nature of visual images is almost perfect [3]. Doub and MC Donald said that the level of violence is seen by television viewers might have something to do with the crime incidents in the surrounding communities [2].

CONCLUSIONS

In connection with that, a number of residents in some areas of the city that already has a low living standard and deprivation in many ways, compared with the standard of the average life of other peoples who live in the same city, became the object of interesting research from the aspect of the nation's future. The low standard of social and economic aspects of this life, it directly affected the moral and self-esteem of the people concerned.