The Application of Self-Regulation In The Process Of Pre-Production: The Production of Disaster News in the Public Broadcasting Institutions (TVRI)

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Abstract

The worldwide growing of popular music has made unpopular music production facing ups and downs. Folk and classical music for instance, are confronting the loss number of audiences that leads to the existential crisis of the musicians. However, in Indonesia folk music is flourishing since the youths show potential interest in developing traditional music elements. As for classical music, this western-identical music is actually not easily attachable to Indonesian society. It affects the life of classical musician in Indonesia, which many of them prefer to go abroad for better appreciation. A number of classical musicians have exerted their ability to introduce this art music to the mass, but sometimes it does not work well. However, Isyana Sarasvati’s presence in pop music industries has been raising a new hope for classical musicians. Isyana who is previously known as an opera singer and pianist, is trying to keep her identity as classical musician and put her signature into her pop songs. Henceforth, this paper seeks to identify how Isyana’s signature is received by audiences, using Stuart Hall (1980) reception analysis. The results show that classical musicians themselves oppose to Isyana’s identity negotiation because they see it as an accommodation to the dominants, instead of a struggle for introducing classical music. Classical musician audiences see Isyana as a pop musician, while others see as classical, RnB, even explorative musician. We points out that some kind of “Isyana” is categorized as a postmodern musician, borrowing the logic notion of postmodern ethnicity from Ien Ang (2001), which refers to musician with partial, fluid, fractured, and unfixed identities.

Keywords: Musician; Pop music; Classical Music; Postmodern; Postmodern Musician; Reception; Isyana Sarasvati
Introduction

A moment of disaster seen by mass media as an opportunity to have a rich source of information. At the emergency time, broadcasting is a key medium (International Telecommunication Union, 2013). As in a natural disasters case, the media broadcast become the main medium of communication between the sender of the message and the receiver of the message. The broadcasting medium is able to deliver a journalistic and non-journalistic message and to be a medium to disseminate the information related to natural disasters. The journalistic context used because the information content is for the public interest, which must based on certain principles.

Public broadcasting has always been an interesting thing to study. The existence of the public broadcasting institution in every country plays a role in controlling the power of the country (Princess, 2009). The public broadcasting institution are often considered as a government broadcasting property but along with the era of press freedom in a democratic country, the function of the public broadcasting institution shifted into broadcasting institution which fight for the rights of the public.

Disaster news as broadcasting activities on the media regulated on the Law no.32 of 2002 concerning Broadcasting. Underlining Article 4 of the Law no. 32 of 2002 concerning Broadcasting, broadcasting in Indonesia defined as "broadcasting as a mass communication activity which functioned as a medium of information, education, appropriate entertainment, control and social unifier". From the background explained, the researchers see the problems regarding to the implementation of disaster broadcasting activities, especially natural disasters on the public broadcasting institution from the point of view of the implementation of ethics on disaster news. Analyzing the self-regulation in the public broadcasting institution and reviewing the management of the pre-production process until the production of the natural disasters news on the public broadcasting institutions are the goals of this research. The researchers propose how the application of self-regulation in the pre-production process until the news production process about natural disasters in the Public Broadcasting Institution (TVRI).

Theoretical Framework

Self-Regulation

Junaedi (2013) stated, one of the media implication of providing space for the public is by presenting information about disaster, inside the context of disaster communication, the world of journalism has a role to make reports about pre-disaster, emergency response, and post-disaster. Self-regulation is one of the regulatory systems made by industry to control the standards within the industry.

Self in the word of self-regulation have the meaning of "actor", which also can be interpreted as a subject, or a single company, whereas regulation refers to policies, all processes that provide control or guidelines, by issuing a number of rules and procedures, formed by the government for all types of media activities (Leicester.ac.uk,
Self-regulation means the media industry as well as the professionals in the media run a regulation, one of the forms of the self-regulation in the media is the existence of the Standard Operating Guidelines from the media institutions itself.

As a profession, journalism plays a social and political role in the society. Meanwhile, the non-normative form of self-regulation mechanism is represented as journalistic principles. Northington (1993) explains, journalistic principles appear to specify the journalist profession that makes narrower focus of information.

**Disaster Journalism**

Disaster journalism in this research defined as the way the media proclaim disaster (Masduki, 2007). This practice aims to restore the psychology of the victims as well as to help them to rise from grief to survive and begin to regenerate life (Green, Bilboe, 2004, p.8). Therefore, the mass media are required to provide critical and in-depth information on every phase of the disaster, including the pre-disaster phase, the emergency response phase and the post-disaster phase.

Furthermore, Seeds (2014) explained that the updates of the information regarding to the disaster is important so that every stakeholders can receive the same information accurately. The concepts of disaster journalism by Seeds must be applied on disaster case by applying the principles of Seeds (2014): (1) accuracy, (2) balance (3) consistency and collaboration, (4) dignity, (5) follow-up, and (6) safety.

**Television News**

Television news is a product of journalism that delivered through the medium of television. The presentation of images and sounds of both speakers and narratives simultaneously is the feature of the television news, in other words, the picture speaks more than the texts (Wahjudi, 1996). The process of making television news, especially disaster news, involves two processes namely pre-production and production. Pre-production is the stage to ensure the reports made by the media for the public is a good report. Meanwhile, the television production has the meaning of developing the idea about how the production material can become a valuable material that has meaning (Wibowo, 1997).

**Research Methodology**

The paradigm used in this research is constructivism paradigm. This research also used qualitative approach, and case study as the research strategy, TVRI as a public broadcasting used as a research object. The analysis units of this research include the reporter, the executive producer in TVRI and the guidelines book of policy in TVRI called Editorial Policy. With this inputs, the researchers do in-depth interview and document study to gather all the data. The analysis is done by identifying the pattern in the coding results of the interview and the data reduction afterwards. Furthermore, the researchers
also identify the standard operating procedure in TVRI (as known as Editorial Policy) as an analysis object. The limitation of this research is it does not see the process of the making disaster news directly, it is due to the limited time that the researchers have, therefore, the researchers does not include observation in the research as well as incapable of joining the activities of the informants directly.

Findings

The findings obtained from in-depth interviews with the informant chosen. The informant who works as an executive producer in TVRI, contributes to the finding that pre-production on TVRI in the process of making disaster news begins from the editorial meeting, which is twice a day and after the editorial meeting, a personal research conducted by the informant who is a reporter. The personal research done by the reporter includes searching data on the internet to estimate the initial conditions. The informant who is a reporter only done a basic research, because it only intended to get general results.

Informant who is a reporter then explained about the production process in accordance with the experience of the informant during the making of the disaster reports. The production process in TVRI can be categorized as hard because the disaster reports are mostly done individually. The informant often get the task to do their own reports on the location. Moreover, the informant often gets the feedback from the editor in the head office of TVRI who rely the information based on the online media. Thus, the editor does the crosscheck of the information gathered, the data taken from the location and the data gathered from the social media. Therefore, the reporter often gets confused during the production process.

According to the reporter informant, TVRI only covers the disaster reports that mainly happened in Java. This is due to the lack of funding and the lack of human resources on TVRI, and according the informant the human resources in TVRI can be said not ready to do disaster reports. As a result, and therefore, the disaster reports on TVRI are can be said as not maximally reported.

The regulation in TVRI also runs independently by the reporter itself. Only with the rules of the Journalistic Code of Ethics and P3-SPS, TVRI reporters can become the leading filters in generating appropriate reports. The informant reporter is in fact, unaware of TVRI Editorial Policy, applied for the TVRI journalists. Meanwhile, according to the informant who is an executive producer in TVRI, the internal policy in TVRI, not applied firmly and not yet widely known by the reporters. This policy, according to the producer executive informant, is treated as a habit and not rigid.

The findings related to the principles of journalism with the process of the making of disaster news show that the accuracy principle runs by the reporter or video journalist in the news-making process. The follow-up principle, carried out because the informant has a high passion fin making a disaster reports and therefore he has a personal willing
to create post-disaster coverage or reports. The dignity principle is the principle of digging the information from an informant or a source. It understood by the reporter as how to approach the informant or a source in an emergency phase. Meanwhile, at the production process, the security principle is not fully considered by TVRI for its reporters and the teams who work to gather the information.

Results and Conclusions

Based on this result, it shows how the principles of disaster journalism followed by the reporters. However, TVRI as a public broadcasting institution seems to be loose on implementing its regulation in the pre-production process until the production process in making the disaster news. The limitation is due to the financial reasons, and the lack of human resources. Although the Editorial Policy in TVRI has a specific chapter that discussed about disaster journalism, however the reporters and executive producers did not follow the policy. The conclusion of this research is human resources play significant roles in disaster journalism reporting. The adherence of the human resources that follow the rules and the policies in broadcasting then affect the quality of the disaster reports. The media Institution therefore needed to build up a good system to support disaster journalism. The researchers recommend more research about disaster journalism and secondly, the quality of media in Indonesia still need an improvement so later on it will be more ready in handling any disaster reports and able to deliver the information appropriately to the public, so the public will be ready to handle any disaster problems. The researchers are also recommending observations as a research strategy in the future research so it will make the research more complete.

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References

Books

Internet


**Journal**


**Regulations**