ABSTRACT

Scenes of violence on television are lately not only found in soap opera shows or films which stories based on scenario. Now the scenes of violent act has also spread to news programs, which reports are based on fact and data.

As a program that is only based on the findings of facts and data, news programs on television must maintain the level of its public trust. This is due to huge effect the shows may give to them. Scenes of violence which have been aired in the news programs were far more "dangerous" than other programs such as movies or soap operas. The depiction of violent acts in movies or soap operas can be explained as a scene on the demand of scenario, while on the news programs, scenes of violence are actually real.

Scenes of violence in news programs is alleged to have violated the limits of the provisions in laws, rules of journalistic code of ethics and ethical codes of broadcasting. It even deviates from the Code of Conduct Broadcasting and Broadcast Program Standard (P3SPS) established by the Indonesian Broadcasting Commission (KPI). This research attempted to answer the question: "How do managers of news programs on Metro TV and TV One understand and implement the Code of Journalistic Ethics and Code of Broadcasting in news programs on TV?"

The research aimed to find out how the managers of the news programs, which consists of producer, reporter, cameraman and editor at the Metro TV station and TV One station Jakarta understood and applied the Code of Journalistic Ethics and the Code of Broadcasting in crime news on the program "Metro Siang" at Metro TV and "Kabar Siang" at TV One Jakarta. It also tried to find out what kind of policies owned by a producer in broadcasting news in both programs. This study used a qualitative method with a case study approach.

Field findings showed that the television news field workers (Producer, Reporter, Cameraman and Editor), have understood both codes, especially for articles that are often encountered in the field. Field findings also showed that they have tried to apply both codes of ethics in their news programs. However, when they tried to apply the code, it turned out there were other element that is more influential than just the code of ethics, namely the existence of the company's policy line, which always has relied on two missions, business and idealism. Nevertheless, the business side was much more prominent than the side of the idealism. As a result, even though the news has clearly "violated" ethical code, but when viewed from the side of the business, the news would still be broadcasted.