

## Collaborate to Innovate: Collective Action Between Broadcasting Institutions (A Qualitative Case Study in Indonesia)

<sup>1</sup>Muhamad Fadhil Nurdin and <sup>2</sup>Fitaha Aini

<sup>1</sup>Department of Sociology, Universitas Padjadjaran, Bandung, Indonesia

<sup>2</sup>Department of Communication, Universitas Islam 45 Bekasi, Bekasi, Indonesia

---

**Abstract:** Indonesian broadcasting commission have been managing national broadcasting issues is facing dilemmatic situation, since, its central authority is only limited to monitoring broadcasted content. Broadcasting administration and licensing are still under government's scope, although, licensing depends on KPI's recommendation. The study use qualitative approach under case study method to study organizational related and managerial processed in the media and broadcasting contemporor cases in Indonesia. Data were collected by interviews as primary data and external documentation as secondary data. Data were analysed use Qualitative Data Analysis (QDA) tools and use steps are data display, data reduction and data verification. Findings are grouped into general them that we called it as 5 pillars.

**Key words:** Media, broadcasting, collective actions, collaboration, indonesia, qualitative data analysis

---

### INTRODUCTION

Recently, the concentration of media ownership has become a major issue of society and media. There is no general pattern in concentration occurs as every market has its characteristic. Media oligopoly has been created by eliminating business competitors to remain the domination of business. When it happens, it probably influences media integrity in serving the public interest and need.

Media oligopoly has forced the industry to duplicate the highly rated program and claimed that content duplication represents the people's need. It shows that the civil rights to engage with credible media have not yet been fully exercised (Nugroho *et al.*, 2012).

There is a need to overcome this problem, since, the highest media penetration in Indonesia is broadcasting. Latest statistical data shows that the current situation in Indonesian media, television has the largest number of audiences which the percentage of media penetration was 92%. In the second place, radio penetration was 47% which is double of newspaper's penetration. The internet and magazines had the lowest number of penetration which was 17 and 13%, respectively.

The ability of media to nurture the democratic life will be at high risk if the media owners have a close relation with politics. Moreover, since, media become an entity business, they give loyalty to the advertiser and seek maximum profit. Therefore, the mass market media which

should be a free market of idea platform has been transformed to the monopoly of information platform. It leads to change to toothless media which focus on infotainment. Thus, citizenis exposed to limited range of information (Tapsell, 2012).

In the context of Indonesia, the information gap is not only caused by geographical condition and accessibility but also the power of elites to control the information which shifts it to be more exclusive privilege. This study specifically discusses broadcast media in regards to the content and ownership which does not illustrate the diversification (Siregar, 2014).

The dilemmatic problem of broadcasting is competing in reaching the audience through ratings and shares. If the rating and share become a reference in the preparation of the agenda, it will be more of television text which features a low-quality content with full of entertainment elements. Even news programs that should promote the ideals aspects, positive values and norms are focusing on rating and share by modifying news content to entertain further and reach an audience as much as possible.

The considerable number of entertainment in broadcasting reassures that media is not supporting pillar in regards to their role as the fourth estate. Based on research gaps and phenomena explained above, then, we propose the research question is: how mass media relates to transmission and accessibility of information between different groups of people?