

## **MEDIA BROADCASTING ETHICS THAT IGNORE THE ESTABLISHMENT OF CHILDREN'S MORAL**

**(Case Study of Temporary Suspension of Entertainment Program 'Dahsyat' by Indonesian Broadcasting Commission in 2017)**

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### **Abstract**

Many media companies in Indonesia intentionally or unintentionally produced program that do not educate people, especially the children by ignoring moral value without adhering to ethics of media broadcasting which is regulated by Indonesian Broadcasting Commission (KPI), so they neglected the regulations. They only broadcasted top rated entertainment program for financial profit without considering the effects towards the society. Media no longer educate the people, but trapped in the logic of market. The purpose of the research is to find out media broadcasting ethics in establishing children's moral in 'Temporary Suspension of Entertainment of "Dahsyat" Program by Indonesian Broadcasting Commission (KPI)' which was analyzed by Bandura's Social Learning Theory and Agenda Setting Communication Theory by Mc Combs and Shaw. The advantage of the research is to find out the application of the broadcasting ethics in a media. Research method used in this research is qualitative methods. The final result of the case analysis which was elaborated by using those theories are: 1) The case which was analyzed by Bandura learning theory according to Broadcasting Code of Conduct (P3) and Broadcast Program Standards regulated by Indonesian Broadcasting Commission (KPI), entertainment program broadcasted by RCTI "Dahsyat" breaks the rules because the program did not educate and establish moral of the children, therefore Indonesian Broadcasting Commission (KPI) suspended the program

for three days as punishment. 2.) The case analyzed by Agenda Setting Communication Theory by Mc Combs and Shaw (1972), entertainment program broadcasted by RCTI “Dahsyat” was only for entertainment purpose, therefore it was considered unimportant. However, it became important from the audience point of view because media considered it important as well as the theories.

*Keywords: broadcasting ethics, media, moral of children*

## **Introduction**

Nowadays, globalization era gives impact towards the social life. One of them is in the field of technology namely the development of broadcasting in Indonesia. Many media companies, both public and private engaged in broadcasting compete to be the foremost. Based on Act No. 32 of 2002 on Broadcasting, broadcasting is a mass communication media hear and see, which channeling idea and information in form of sounds and images in general, opened or closed as well, as well as regular and sustainable program (Joni & Hamid, 2002).

Usually, in designing a program, media companies will compete to design a program so that they can get high rating. However, media did not consider or neglect broadcasting ethics. Broadcasting ethics is very important to be applied in a media company, so media can get a spot or be a good role model for the people. What is shown in television will be accepted without considering from the various points of view. Television broadcasting can give stimulus for the children. It can be good or bad. Considering this, parents should provide more assistance, so the children can be monitored about what they see in television (Cindoswari et al., 2017).

What is broadcasted on television cannot be separated from a public figure. They got a spot in everything, so a public figure must pay attention to ethics because what they say and do will be followed by people as a communicant. (Morrison, 2005). Therefore, a public figure must pay attention to ethics well. The foundation in the formation of ethics of the children is important to be done by parents since early age to form good ethics which will be accepted in society. Children’s’ early development is the ethics formation for their future. The development in

this age is affected by several factors, both internal and external. Therefore, selecting positive things wisely is really needed.

### **Media Broadcasting Ethics in Indonesia**

The definition of Media Broadcasting Ethics is formed from three words; they are ethics, broadcasting, and media. The definition of each word is as follow:

- a. Ethics, based on Greek words *ethos* in singular form which has several meanings such as living place, habits, custom, character, feeling, attitude and way of thinking. Whereas in plural form that which means: custom. According to Ahmad Amin, ethics is a knowledge that explains the meaning of good and bad and what humans should do, and also states a goal which should be achieved in their actions and show the way to do what should be done. Based on the explanation, it can be concluded that the definition of ethics is knowledge about custom in daily life in a society.
- b. Broadcasting is the whole process of broadcast delivery starting from production material preparation, production, broadcasting language preparation, broadcasting until accepted by the listeners/viewers somewhere. From this definition, the meaning of broadcasting and broadcast are different. Broadcast means the process of transmission, either from air media or coaxial cable or other physical channels (Wahyudi, 1994: 6).
- c. Media According to Leslie J. Briggs media is a physical device which is used to convey the content of a material. Media can be a video, image, book, television and others. According to Santoso S. Hamijaya, the definition of media is any form of mediator which is used by someone to convey a message to the receivers. According to the definitions which were explained by both experts, it can be concluded that media is a device to convey a communication message from communicator to the communicant.

Based on the explanation from the previous three words, the definition of media ethics broadcasting is knowledge about custom and the ways to convey information from the communicant to the communicator by using media as an intermediary. Usually, ethics are in

form of rules or regulations from the authority, namely Indonesian Broadcasting Commission (KPI). Indonesian Broadcasting Commission (KPI) is an independent institution in Indonesia that regulates broadcasting in Indonesia. The regulation of Media Broadcasting Ethics in Indonesia Media Broadcasting Ethics in Indonesia is regulated in a regulation for media companies in doing their functions and activities; one of them is to educate people. In order to carry out their rules and functions properly, they have to do, obey, and practice the regulations professionally. The definition of Regulation is rules that bind the media in carrying out their activities in the society. Regulation itself can be in the form of rules that has been set by the government. One of the examples of regulations which regulate functions, roles, and duties of the media companies is regulated by Indonesian Broadcasting Commission (KPI). Then Indonesian Broadcasting Commission (KPI) had set Broadcasting Code of Conduct (P3) and Broadcast Program Standards (SPS) as the explanation of Broadcasting Act. 7 Broadcasting Code of Conduct (P3) is regulated in KPI Regulation No. 02 of 2007, whereas Broadcast Program Standards (SPS) is regulated in KPI Regulation No. 03 of 2007. A journal entitled Media Regulation in Indonesia (Review of Press Act and Broadcasting Act) by Muhammad Anshar Akil from Faculty of Da'wa and Communication UIN Alauddin Makassar had explained about KPI Regulation as Broadcasting Code of Conduct (P3) and Broadcast Program Standards (SPS). The explanation of the rules is as follow:

- a. Broadcasting Code of Conduct (P3) according to (Anshar Akil, 2014) is a set of provisions for media companies or broadcasting institution set by Indonesian Broadcasting Commission (KPI) to organize and supervise Indonesian national broadcasting system. There are some principles in Broadcasting Code of Conduct (P3); they are: (a) Honoring ethnicity, religions, race and intergroup (SARA), (b) Honoring the norm of decency, (c) Honoring women's and children's rights, (d) Prohibition and suspension of sexual abuse program, violation, and sadism.
- b. Broadcast Program Standards (SPS) is a set of rules or regulations set by Indonesian Broadcasting Commission (KPI) for media companies or broadcasting institutions to produce broadcast program in

accordance with applicable laws and regulations. Broadcast Program Standards (SPS) is a guide about restrictions what is allowed or not allowed in the broadcasting of broadcast program. There are some regulations in SPS, they are: (a) Honoring ethnicity, religions, race and intergroup (SARA), (b) Honoring the norm of decency, (c) Prohibition and suspension of sexual abuse program, and also (d) Prohibition and suspension of violation and crime.

### **Children's Moral**

Moral derives from Latin word *mores* which means procedures, habits and customs. The term Moral is always related to the habits, rules, and procedures of a certain society, including set of rules or religion value that is believed by the society (Deviana et al., 2016). In the other hands, there are some theories related to children's moral, one of them is children's development by Jean Piaget. He suggested play activities as an important thing and indispensable as a part of children's cognitive development. According to Piaget (Huitt, 2006) generally, there are some stages of children's development, they are as follows: *First*, Sensory motor Stage (Age 0-2). According to Piaget, the children in sensory motor stage prioritize to explore the world with feelings rather than mental operation. This stage is the early stage in children's development and includes as the golden age. In this age, the children belong to the role of imitation, namely body activity that imitates gestures from the observing phenomenon, and afterwards it will develop meanings towards the body/behavior that refers to the phenomenon that can be compared to the mental symbols which later on will be that phenomenon's, *Secondly*, Preoperational Stage (Age 2-7) Preoperational Stage is the second stage of cognitive development stages. According to Piaget, children in this stage observes the order of play, children can demonstrate that until the end of 2 years old, qualitatively a new function of psychological function occurs. The way how Piaget theories work are in the various mental roles towards the objects. However, one of the characters of preoperational stage is mental operation which rarely logically adequate. *Third*, Concrete Operational Stage (Age 7-11) According to Piaget, this stage is the continuation of Preoperational stage, which happens when the children

aged 7 to 11 years and characterized by the use of logics adequately. *Fourth*, Formal Operational Stage (Age 11-adult) According to Piaget, children in this age is characterized by the ability of abstract thinking and concludes information's. And Bandura social theory also related closely to children's moral. Children learn theatrically from what they see, therefore they imitate it. The application of this theory is almost seen in every behavior, with special attention to a new behavior which is acquired through observational learning with cognitive point of view in describing learning and behavior.

### **Communication Theory**

This research applied communication theory, that is Agenda Setting Theory by Mc Combs and Shaw (1972) to analyze the case of temporary suspension of entertainment program 'Dahsyat' which is broadcasted by private media RCTI. The definition of Agenda Setting Theory by Mc Combs and Shaw (1972) is the assumption if media gives pressure on a certain event, therefore media will make people believe that the event is important. In this case, media has a powerful effect in affecting people's affection. So that, people assume that what is important by media is also important for them (Deviana et al., 2016).

This theory convey an issue towards connoisseur of information, but not all of them can successful, even though mass media always leads us on what has to be done through agendas which are broadcasted by the media, then people will follow (Sobirin, 2019).

### **Research Method**

This research applied data collection by observation which study television broadcast. This research applied unstructured observation where the things that would be observed were not prepared systematically in this observation. Therefore, the researchers could note about what would be observed freely and made conclusion based on the observation (Sugiyono, 2016).

## Results and Discussion

Analysis media broadcasting ethics that ignore the establishment of children's moral takes the case of broadcast program 'Dahsyat in RCTI' which was warned by Indonesian Broadcasting Commission (KPI) in 2017 with accusation violate broadcasting ethics by broadcasting a program without considering educational value for children's moral because in that program one of the host abused his partner. The following is a screenshot and story from the case that was taken from CNN Indonesia online media entitled '5 Television Program 'Bandel' that ever stopped by KPI' which was released on Saturday, September 23<sup>rd</sup> 2017. According to the news, there were five television programs which were broadcasted by media companies in Indonesia. They were "Dahsyat" on RCTI, "Selebrita Pagi" on Trans|7, "Obsesi" on Global TV, Selebrita Siang on Trans|7 and Bioskop Indonesia Premiere: "Jangan Bercermin di Jumat Kliwon" on Trans TV. However, this research focused on discussion about program "Dahsyat" on RCTI which was warned by KPI because it did not educate people, especially children. It started from "Dahsyat" which was broadcasted by media RCTI. Then, in 2017, Indonesian Broadcasting Commission (KPI) has found two offenses on the music program on February 28<sup>th</sup> 2017 at 09.11 GMT+7 and on March 1<sup>st</sup> 2017 at 08.49 GMT+7.

At that time, Dahsyat contained abusive words, such as "*pe'a*", "*pangeran sawan*", "*ular kadut*" and "*jenglot*". Moreover, there was a scene when a man drives a car forward, backward, and stopped suddenly. At the same time, there was a man with closed eyes in the car trunk. Therefore, it contained violence. According to that, Indonesian Broadcasting Commission (KPI), stated that those expressions and actions were improper to be broadcasted because it could give bad effects towards the people who watched it, moreover it did not educate children who probably watched it and they probably would imitate that because it was broadcasted in the afternoon. This kind of offense was categorized as violation towards honoring the norm of decency, child protection. Then, based on that case, Indonesian Broadcasting Commission (KPI) gave administrative penalty in form of temporary suspension for three days, on April 13<sup>th</sup>, 14<sup>th</sup>, dan 19<sup>th</sup> 2017.

That was example of the case of broadcast program on television as audiovisual media which did not play its noble role to educate people. In doing its role, they did not pay attention or neglected the establishment of children's moral. Media companies only considering profits without paying attention towards the effects. Because of getting top rating, they continuously produced the program without considering Broadcasting Code of Conduct (P3) and Broadcast Program Standards (SPS) which were set by Indonesian Broadcasting Commission (KPI). Therefore, KPI warned them by giving temporary suspension. According to Broadcasting Code of Conduct (P3) and Broadcast Program Standards (SPS) which were set by KPI, the program broadcasted by RCTI, "Dahsyat" had broken the rules. The offence was seen from KPI's point of view that it violated broadcasting ethics. The program was considered that it gave bad impacts and did not educate people, such as abusive expressions which should not be said by public figures, because a public figure is a role model for people, both actions and expressions. Therefore, they have to be a good model. If they gave bad examples, such as uttering abusive words, such as "pe'a", "pangeran sawan", "ular kadut" and "jenglot", Indonesian Broadcasting Commission maka (KPI) considered it could give bad impacts towards people, especially children.

It was in line with children development theory. According to Bandura, a new behavior is achieved by observational learning. Children will imitate what they observed without considering good or bad value of the action. On broadcast program "Dahsyat" which was broadcasted by RCTI, the children who watched and listened what was broadcasted by the media company in form of abusive expressions like what was expressed by the artist of the program that was broadcasted in the afternoon, therefore it would give bad impacts if the children watched and listened without parents' supervision. They probably would imitate and implemented in a real life towards the people around them. Therefore, Indonesian Broadcasting Commission (KPI) gave punishment or penalty towards program "Dahsyat" which was broadcasted by media RCTI, in form of temporary suspension for three days in order not to broadcast the same thing in the future.

The same thing was also could be seen in the scene when a man was brought into a car trunk with closed eyes, then the car was driven



dangerously with 13 people in it, so it danger for the passenger's and people around them. The driver drove forward, backward, and stopped suddenly. Beside dangerous, it also violated the man in the car trunk. The offence would give bad impacts that could be imitated by the children who watched the program.

Moreover, the offense of Broadcasting Code of Conduct (P3) and Broadcast Program Standards (SPS) which were set by Indonesian Broadcasting Commission (KPI) if elaborated or analyzed using Agenda Setting Theory by Mc Combs dan Shaw (1972) who assumed if media gives pressures towards an event, then media will make people consider it as an important thing which affects people's assumption. So, there will be assumption that what is considered as an important thing by media will also be considered as an important thing by people. Therefore, program "Dahsyat" which was broadcasted by media RCTI was actually unimportant because it was merely for entertainment purpose which did not give any information and did not educate children. However, it would be important from the viewers' point of view because it was in line with the theory – what is considered as an important thing by media will also be considered as an important thing by people. Media RCTI considered program "Dahsyat" important because it got top rating from the viewers. Even tough, it did not educate people, but media RCTI produced it continuously because the media was seeking for financial profit without paying attention on the effects.

Financial profit which they got from the top rating would make them get more sponsor or advertisement which also gave them more income. Because the media company neglected broadcasting ethics in Indonesia, RCTI was no longer consider that playing its noble roles to educate people, especially in establishing children's moral as an important thing, nevertheless the media company was trapped in the market logic for seeking financial profit only, therefore it was reasonable that Indonesian Broadcasting Commission (KPI) gave punishment or penalty in form of temporary suspension for three days. it was done to give deterrent effect, especially for RCTI and other media both public or private media, so they will not make the same mistake or do another offense in the future.

## **Conclusion**

The conclusion from the journal entitled 'Media Broadcasting Ethics that Ignore the Establishment of Children's Moral (Case Study of Temporary Suspension of Entertainment Program 'Dahsyat' by Indonesian Broadcasting Commission (KPI)', is as follow: (1.) the case of temporary suspension of program "Dahsyat" if analyzed using Bandura's Learning Theory according to Broadcasting Code of Conduct (P3) and Broadcast Program Standards (SPS) which were set by Indonesian Broadcasting Commission (KPI), program which was broadcasted by RCTI broke the rules, because it was considered that it did not educate and support the establishment of children's moral. Therefore, it was reasonable that Indonesian Broadcasting Commission gave punishment or penalty in form of temporary suspension, because it was considered offensive and it probably would be imitated by the children who watched the program. Media Company RCTI was only focus on the profit, without paying attention to the advantage of the broadcasted. (2.) Moreover, if the case was analyzed using Agenda Setting Theory by Mc Combs and Shaw (1972), program "Dahsyat" which was broadcasted by RCTI was only for entertainment purpose, therefore it was considered unimportant, however it would be important from the viewers' point of view because the media was also considered it important according to the theory. Eventough, the event did not educate the people, but RCTI produced it continuously, because they only focus on financial profit without paying attention to the effects.

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