

PERFORMANCE OF THE INDONESIAN BROADCASTING COMMISSION'S OVERSIGHT FUNCTION IN SOUTH SULAWESI PROVINCE

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ABSTRACT

The purpose of this study is to analyze the Performance of the Supervision Function of the Indonesian Broadcasting Commission of South Sulawesi Province. This research method is qualitative research. Data collection techniques are generally carried out through observation, interviews, and documentation. The informants in this study are: Central KPI (Indonesian Broadcasting Commission) Commissioner, Chairperson and Member of the KPID Commissioner (Regional Indonesian Broadcasting Commission) of South Sulawesi Province, Broadcast Monitoring Staff, and Leaders of Broadcasting Institutions. The results show that the performance of the South Sulawesi Regional Indonesian Broadcasting Commission has been very good but is still limited in human resources, facilities, and infrastructure, as well as funds and needs to be supported by regulations or regulations that will regulate broadcasting based on local content, set limits, and rules as well as ethics and norms that are in accordance with the customs of South Sulawesi so that broadcasting will present a lot of potential that South Sulawesi has. Efficiency in implementing all agendas has been carried out. Supervision maximizes the existing equipment even though there are limitations due to lack of budget, for example for the recruitment of staff and in the form of training and education for monitoring personnel in the field of broadcast content supervision at the South Sulawesi KPID. Regarding responsibility, indeed all of the activities of the South Sulawesi KPID, especially the oversight function, refer to the broadcasting behavioral guidelines which are realized starting from the staff section to the leadership and then proceed to a higher level. Regarding accountability shows that the commissioners of the South Sulawesi KPID already fully understand their roles, duties, and responsibilities. KPID carries out its function as a form of real work to the public.

Keywords: Performance, Monitoring Function, Broadcasting.

INTRODUCTION

In the study of Public Administration, performance means the efficient and effective use of resources to achieve results. Extensive performance development implies that more work areas are included in performance measurement; intensive performance development is intended that more management functions are included in performance measurement; while development externally means more outsiders are taken into account in measuring performance. (Meier & O'Toole, 2002; Berman, 2006).

Organizational performance appraisal can be used as a measure of organizational success in a certain period of time and the assessment can be used as input for improvement and improvement of organizational performance (Dalton & Kesner, 1985). Whereas Lenvine et al (1990) said that public service products in a democratic country must meet at least three indicators: Responsiveness, Responsibility, and Accountability, a measure that shows how much the process of service delivery is in accordance with the interests and norms that develop in society.

An organization such as the Indonesian Broadcasting Commission can be said to be effective if the organizational goals or values set out in its vision are achieved. These values are values that have been mutually agreed between stakeholders of the organization concerned. Therefore, achieving this vision is the most important indicator. But often an organization's vision can be achieved but not intentionally or as planned. Therefore it is also necessary to assess the organization's mission development and its relation to achieving the vision (Keban, 2014).

In some literature there are several approaches that describe the success of an organization or organizational effectiveness. According to Amitai Etzioni, organizational effectiveness illustrates to what extent an organization realizes its ultimate goal, whereas in general as stated by John R. Kimberly, it involves all the conditions that an organization needs to survive or which is known as survival (Robbins, 1990). Government public services continue to grow and try to cover all aspects of people's lives. Along with the development of the concept of new public management with the concept of agency public service institutions must be able to improve performance to improve the quality of service to the community through the principles of disaggregation, autonomy, and managerial accountability (Pollitt & Bouckaert, 2004).

The performance of the Regional Indonesian Broadcasting Commission (KPID) of South Sulawesi in terms of supervision is influenced by internal factors such as: organizational structure, participation of commission members, management, and human resources as well as the presence of external factors. These factors must be managed properly, so as to achieve the optimal performance of the South Sulawesi Regional Indonesian Broadcasting Commission. Based on research conducted by Andriansyah et al (2018) regarding violations of local television broadcasts and witnessing by the South Sulawesi KPID, the results of monitoring of the South Sulawesi KPID throughout 2014 found more than 21,000 total alleged violations based on rules and standards for broadcasting activities both TV and radio in Indonesia (P3SPS) conducted by local television. While the year 2015 experienced a decline to 16,464 alleged violations.

This certainly raises questions about the performance of the South Sulawesi KPID in several aspects. The high number of violations carried out by local television stations can be indicated by the lack of understanding of the broadcast organizing and supervision of the KPID against the rules and laws that underlie the broadcast of a broadcast program. Another indication of the KPID's authority to impose sanctions is so weak that it is unable to enforce the rules well.

The Indonesian Broadcasting Commission (KPI) carries out its function as a form of real work to the public. However, if it fails to carry out its function as a control institution, then it can be said KPI has harmed the public and can nationally damage people's behavior due to poorly controlled television broadcasts. Regarding the performance of the broadcasting commission, Widaningrum (2012) shows the performance of an independent state aid agency that has the mandate to regulate broadcasting issues showing low performance. Based on his findings, this is more influenced by internal factors, especially managerial aspects, human resources, and leadership that are not strong enough.

In the research on performance explained Boyne & Chen, (2007) which illustrates that a company's performance will be seen if performance can be measured properly by setting clear parameters related, among others, a clear mission and vision, the right target targets, and the risks can be minimized. Thus the company's performance will be clearly seen and have a positive impact on the organization.

Modell (2004) in his research on performance states that performance is inseparable from the role of the government which gives autonomy to agents in carrying out activities that have been set in the vision and mission of the organization. The greater the form of trust and authority given the better the performance that will be shown by the agent. Based on the description, the purpose of the study is to analyze the Performance of the Supervision Function of the Indonesian Broadcasting Commission of the South Sulawesi Province.

METHODOLOGY

This research will examine issues related to the performance of the Indonesian Broadcasting Commission. South Sulawesi Province. To get a detailed and in-depth description and explanation of the phenomena related to this research problem, a qualitative study was conducted. The performance of the Indonesian Broadcasting Commission of the Province of South Sulawesi was the success of reaching the stage of the process of improving the special service of supervision of local television broadcasts in Makassar.

In qualitative research, data collection techniques are generally carried out through observation, interviews, and documentation. Informants in this study are: Central KPI Commissioners, Chairperson and Members of South Sulawesi Province KPID Commissioners, Broadcast Monitoring Staff, and Broadcasting Institution Leaders. Data analysis activity starts from Data Collection, Data Reduction, Data Display, and Conclusion drawing.

RESULTS AND DISCUSSION

Efficiency

Efficiency is a way to achieve a goal with the use of minimal resources but maximum results. Resources are processed wisely and economically so that funds, time, and energy are not wasted. Efficiency means carrying out tasks properly and accurately, efficiently, and appropriately so that the goals can be achieved as well as possible in terms of the outputs generated in each administration of affairs, whether in the form of socialization of laws, implementation, supervision, decision making, and evaluation can be achieved with minimal input.

In this oversight function, the South Sulawesi KPID first socializes the drafting of broadcasting code of conduct guidelines to television stations in the regions with the aim of creating healthy and educational broadcasting as stated in Broadcasting Law Number 32 Year 2002. Every new management changes occur in broadcasting institutions, the commissioner immediately conveyed or carried out socialization to the broadcast organizers and reminded them again about the Broadcasting Law, Broadcasting Regulations, broadcasting functions, and the influence of broadcasting in the community as well as the vision and mission of the Indonesian Broadcasting Commission.

In the case of licensing, for example, currently to obtain a broadcast permit it is not necessary to wait for the application process and a sufficiently long time to issue a broadcast permit. Especially after the government imposed an Online Single Submission (OSS) Business Licensing. During this time, broadcasting permits come out usually up to 20 days. Since August 22, 2019, the Ministry of Communication and Information Technology (Kemenkominfo) based on Minister of Communication and Information Regulation No. 7 of 2018, Article 7 paragraph 1, together with the Indonesian Broadcasting Commission, launched the e-Broadcasting Sameday Service application and e-Broadcasting Mobile Version. The application can be used to process television and radio media broadcasting licenses within 24 hours. If the requirements

have been met, for example, a broadcast permit application is submitted at 11.00 West Indonesia Time, then the permit will be issued no later than 11.00 West Indonesia Time the next day.

Based on the results of researchers' observations concerning the efficiency that all supervision activities always refer to the available budget, which is managed to provide services, both regarding the supervision of broadcast content, licensing, and literacy to the public, particularly those related to the work program of the South Sulawesi KPID. The budget in the form of grants received from the Provincial Government of South Sulawesi, because Government Regulation Number 18 of 2016 concerning Regional Apparatus is the basis for the provincial government to no longer budget funds to the KPID. This is certainly a challenge for the South Sulawesi KPID to continue implementing the agenda that has been mandated under the Broadcasting Law even with very limited funds.

Based on the observations of researchers, it was concluded that the South Sulawesi KPID has tried to implement efficiency in carrying out all agendas, for example in terms of monitoring the contents of broadcasts, socialization, broadcasting licenses, operational, administration, conducting education, and others. However, some activities must be postponed due to the limited cost factors, but the commissioners still try to carry out their respective functions, especially in the supervision function.

Effectiveness

Effectiveness is more directed at policies, meaning that programs that will and are being implemented are aimed at improving the quality of public life. Effectiveness can also be interpreted that in carrying out the main tasks and functions of the government can achieve the planned targets, where the goals and objectives to be achieved by the government must be measured there are clear and transparent standards.

The South Sulawesi KPID seeks to create healthy broadcasters and produce healthy shows. To create a healthy broadcast climate, of course, it takes effective steps in the midst of budget constraints and the large number of broadcasting institutions in South Sulawesi, both radio and television to reach.

Not a few complaints from the public about the contents of the broadcast - both national and local are considered to violate the norms prevailing in the community of South Sulawesi. But how do people submit complaints to the South Sulawesi KPID, a system intended to facilitate the complaint was made, for example by providing a complaint form via the website, email, and social media such as Instagram, Twitter, and Facebook.

The results of the researchers' observations show that the effectiveness factor in the form of task distribution greatly supports the performance of South Sulawesi KPID. The division of tasks in the organizational structure is clearly broken down based on the duties and authority of each commissioner. However, each commissioner joined in supporting other fields in order to jointly realize the work program of the South Sulawesi KPID. While continuing the program that was considered positive by the previous management was one step to realize the effectiveness of the South Sulawesi KPID.

Based on the results of the research concerning effectiveness, it can be concluded that the broadcasting commission supervision process has been realized, although there are still some limitations, for example the supervision of broadcast content of radio broadcasting institutions.

From this research, supervision in the form of broadcast content is still more on television.

Responsiveness

Responsiveness is the ability of the bureaucracy to recognize the needs of the community, set agenda and priorities for services, and develop programs in accordance with the needs and aspirations of the community. Responsiveness is included as one of the performance indicators because responsiveness directly reflects the ability of public organizations to carry out their missions and objectives primarily to meet the needs of the community (Tangkilisan, 2005). Responsiveness is related to the speed of responses made by the commissioner of the South Sulawesi KPID in meeting the needs of the community as service users who need services, in this case responding to public reports concerning negative broadcast content and concerning licensing of broadcasting institutions, both television and radio.

So far, television broadcasts have not escaped violations that are not in accordance with broadcasting guidelines, for example showing scenes of violence and sadism, content of sexuality, offending ethnicity, religion, race, and intergroup, violence against children, harassment of gender, partiality towards certain candidates in the election general - both the legislature, regional head, governor, president, and others. While on the one hand, the public needs broadcasts that are healthy, quality, educating, and balanced. Therefore, the South Sulawesi KPID, in addition to overseeing broadcast content, also educates the public as viewers on healthy and quality broadcasts.

From the results of the study, so far the South Sulawesi KPID has sought education and various breakthroughs so that the public is able to filter information from television and radio with the Healthy Watch Movement, Healthy Broadcast or Agile Broadcast Movement and annually holds a KPID Award which aims to spur broadcasters to present broadcasts quality broadcasts and shows to the community.

The Indonesian Broadcasting Commission of the South Sulawesi Region often exposes the results of the monitoring, for example the one conducted in Makassar with the theme "Building Healthy and Quality Broadcasting in South Sulawesi", on May 11, 2018. (kpid-sulsel.go.id). The KPID found 714 violations committed by local broadcasting institutions and broadcasting institutions using a network broadcast system, "said South Sulawesi KPID Commissioner for Broadcast Content Monitoring, Herwanita in Makassar.

Table 1. Percentage of Violations of Television Broadcast Content in 2018

No.	Type of Violation	Percentage
1	Broadcast Classification	70 %
2	Sexual content in songs	5 %
3	Cigarette Advertising	5 %
4	Violence, Sadism	3 %
5	Protection of the Public	4 %
6	General election	4 %
7	Sexuality	3 %
8	Advertisement	3 %
9	Child / Youth Protection	2 %
10	The Norm of Politeness and Decency	1 %
	Total	100 %

Source: South Sulawesi KPID, 2018.

The coordinator in the area of broadcast content said that the types of violations included in the classification of broadcast programs with a total of 498 broadcasts that had ever been broadcast. For broadcasts such as mysticism and horror of one broadcast, 38 broadcasts of violence, sex content in song 46 broadcasts, protection of children and adolescents, five broadcasts, 22 broadcast advertisements, 19 broadcast cigarette shows, two broadcast journalistic broadcasts, courtesy norms and decency five, protection of interests 31 public broadcasts, and 21 sexuality scenes broadcast.

While the findings of the supervision of the South Sulawesi KPID during January-April 2018, showed violations committed by broadcasting institutions tended to fluctuate and experienced a downward trend when compared to the previous year based on the 2013-2017 KPID tabulation data. From 714 violations during this period, it is known that 70 percent of violations originate from the classification of broadcast programs. Sex content in songs and video clips by five percent, the content of violence and sadistic five percent, protection of public interests four percent. Furthermore, general election broadcasts and regional head elections are four percent, sexuality scenes are 3 percent, commercial broadcasts are 3 percent, restrictions on cigarette content, narcotics and addictive substances are 3 percent, protection for children and adolescents is one percent and the value of norms of decency and decency is one percent.

South Sulawesi KPID, as a form of response to input from several elements of the community, hopes that broadcasting institutions in South Sulawesi will pay more attention to the Broadcasting Behavior Guidelines and Broadcast Program Standards (P3SPS) issued by the Indonesian Broadcasting Commission so that broadcasting in South Sulawesi is the main guideline for human beings. broadcasting.

Monitoring the contents of the broadcast is carried out when a policy is being implemented, is it going according to the provisions in the field, is it understood by the broadcasting institution, the government, and the community. Supervision is carried out so that the initial error can be immediately identified and as soon as possible corrected or corrected so that the error does not recur. That is because a healthy broadcast is the hope of all parties so that when there is a violation, the South Sulawesi KPID immediately "picks up the ball", responds by conducting education, responding to the wishes of the public and broadcasters in this case radio and television.

Based on the results of observations by researchers, shows that in a day, an average of 10 violations still occur every day. This is a challenge for the South Sulawesi KPID to immediately respond to inform as soon as possible the form of the violation so that the broadcasting institutions concerned are immediately followed up.

While the licensing process service, as a form of responsiveness of the South Sulawesi KPID to the needs of broadcasters, continues to run as usual even in the midst of the Covid-19 outbreak. It's just that the service process is not through face to face directly but through a video conference application. For example, on April 15, 2020, the South Sulawesi KPID held a Hearings Evaluation (EDP) with PT Radio Suara Sejahtera Makassar, namely Radio Harmoni FM Takalar, through a video conference application.

South Sulawesi KPID Licensing Facility and Infrastructure Coordinator, Muhammad Hasrul Hasan, said that despite the application of "working at home", the KPID continued to process licensing services in a more practical way, which previously had been face-to-face, now communicating more through online media (kpid-sulsel.co.id).

Some of the statements and data mentioned above that what was done by the commissioner of the South Sulawesi KPID is appropriate, namely that all problems, supervision, licensing must be rushed to be resolved in the form of submitting it to the broadcasting institution as soon as possible. Technical supervision in the form of monitoring broadcast content, especially television every day is a form of response to improve broadcast content. Likewise in the supervision of broadcast licenses, in order to maximize the needs of the community, especially broadcasting institutions, hearings or discussions are conducted by video conference in the midst of the Covid-19 outbreak. This shows that to respond to and respond to the needs of the community in terms of broadcasting the commissioners of the South Sulawesi KPID are required to always improve their capabilities regarding information technology that continues to develop.

Specifically in terms of monitoring, in order to maximize supervision, it is necessary to prepare special personnel who are tasked with observing television broadcasts in Makassar. All this time, they only use staff or those who are contracted or also use students who do apprenticeship at the South Sulawesi KPID, so that in terms of monitoring, it is feared that an error occurs due to the weakness of the indicator understanding the violation contents of the broadcast. Based on the results of the interview, it was concluded that the South Sulawesi KPID in terms of oversight responsiveness, had done all of these things by maximizing the existing equipment despite limitations due to lack of budget, for example for staff recruitment and in the form of training and education for monitoring personnel in the field of broadcast content supervision at the South Sulawesi KPID.

Responsibility

Responsibility is more oriented to the task and is an obligation to do anything to complete the task given by the supervisor or the person in charge of the field of duty who has authority over someone.

Based on the results of observations, in the field of broadcast content supervision for example, monitoring staff who are employed on a contract basis, report the results of monitoring to the person in charge, then the person in charge submits the results of monitoring to be an evaluation material to the coordinator of the broadcast content supervision.

In accordance with the results of research on responsibility that indeed all activities of the South Sulawesi KPID, particularly the supervisory function, refer to the broadcasting behavioral guidelines that are realized starting from the staff section to the leadership then proceed to a higher level, namely the Central KPI, as a form of obligation to complete tasks based on instructions from boss or leader. The staff and commissioners work on the basis of instructions from their leaders and try to do the maximum and full responsibility.

In accordance with the results of direct observations in the field, the researchers saw that each party in the South Sulawesi KPID had carried out their work according to the rules and carried out instructions and directions from their leaders based on their duties and responsibilities, according to the organization's vision and mission, proceeding according to standard operating procedures that had been set. Although in a number of task areas, organizational performance is still lacking, especially in terms of oversight, due to the limited human resources available at the South Sulawesi KPID, especially on the part of the monitoring staff so that there is an imbalance, for example between workload and the number of human resources so sometimes there is a dual role in carrying out the task or work.

Accountability

Accountability of public service performance can be seen based on processes which include: the level of accuracy, professionalism of officers, completeness of facilities and infrastructure, clarity of rules and discipline (Surjadi, 2012). From the results of this study, concerning accountability or individual responsibility, the authors found that the commissioners of the South Sulawesi KPID already understood their roles, duties and responsibilities in overseeing broadcasting in the South Sulawesi region.

Broadcasting in South Sulawesi faces many challenges. The challenge is not only from broadcasting institutions but also from broadcasters in the field. This certainly requires an individual responsibility, growing so much desire to raise the quality of broadcasting in South Sulawesi, especially the production of news sent by contributors to Makassar broadcasters in central or Jakarta.

News production, for example, as one of the news content that must be monitored, there is very tight competition from all contributors throughout Indonesia while the number of news that must be aired is very limited. Each bureau office in the region competes so that the production of their news gets a serving portion. This of course requires a struggle so hard that the news they send gets a place of course journalists must struggle to get news with news value that is expected to get a portion of the broadcast at the center.

So based on the observations of researchers, not a few reports that must be "mixed" in such a way as to meet the elements of reporting in order to get the portion of the broadcast. Researchers observed that the portion that often aired from Makassar was reporting: crime, sadism, theft, robbery so that the stigma that emerged about Makassar was criminal, and insecurity. For the South Sulawesi KPID, broadcast content like this needs to be monitored and needs to be warned because this is one of the duties, authorities and responsibilities to create a healthy broadcasting climate in South Sulawesi. But on the other hand, broadcasters sometimes protest because they feel that in the matters of reporting, the South Sulawesi KPID interferes too much in their affairs, because the media on one hand actually have a Journalistic Ethics Code (KEJ) and its own reporting rules.

CONCLUSION

Efficiency in implementing all agendas, for example in terms of monitoring the contents of broadcasts, socialization, broadcasting licenses, operational, administration, conducting education, and others. However, some activities must be delayed due to the limited cost factors, but the commissioners still try to carry out their respective functions, especially in the oversight function. The process of broadcasting commission supervision activities has been realized although there are still some limitations, for example monitoring the content of broadcasts on radio broadcasting institutions. From this research, supervision in the form of broadcast content is still more on television. Supervision maximizes the existing equipment even though there are limitations due to lack of budget, for example for the recruitment of staff and in the form of training and education for monitoring personnel in the field of broadcast content supervision at the South Sulawesi KPID. Regarding responsibility, indeed all of the activities of the South Sulawesi KPID, especially the oversight function, refer to the broadcasting behavioral guidelines which are realized starting from the staff section to the leadership and then proceed to a higher level. Regarding individual accountability or responsibility, it was found that the commissioners of the South Sulawesi KPID already understood their roles, duties and responsibilities in overseeing broadcasting.

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