

UPNVJ Faculty of Social Sciences Holds Research Workshop on Broadcast Quality Index for Television Broadcast Programs with Central KPI

Wednesday, 10 June 2020 15:29 WIB



UPNVJ Public Relations - In order to improve the quality of television broadcasts in Indonesia, the Faculty of Social and Political Sciences UPN Veterans Jakarta in collaboration with the Central KPI Research and Development Center, held a 2020 Television Broadcast Program Quality Index Research Workshop moderated by Sari Wulan, Central KPI Staff and also attended by the Chancellor of UPNVJ, Dr. Erna Hernawati, Ak., CPMA., CA. Also, it was attended by several speakers such as Yuliandre Darwis, Ph.D from the Central KPI Commissioner, Tri Rahayu from the Central KPI Research and Development and also Rivai Nursetyo from the Central KPI Secretariat. This workshop took place on June 10 2020 via the Zoom application, which was also attended by the Dean of the UPNVJ Faculty of Social and Political Sciences, Dr. R. Dudy Heryadi and attended by around 25 participants.



The workshop was opened by Ms. Sari Wulan as the moderator by providing a number of workshop regulations which were then followed by remarks and presentation by Mr. Yuliandre Darwis, who conveyed the importance of data in this research, "KPI requires special data to achieve the KPI's vision and mission, in order to achieve the appropriate quality with the broadcasting law, namely law 32 of 2002". In addition, he said, "The media is expected to comply with one of the points in article 4, namely the media becomes social control and glue. And we hope that you can judge objectively, not subjectively, from television broadcasts." "State universities are expected to voice many quality television programs," he continued. In closing his presentation he said "The public must know that there is a change, and we hope UPNVJ can oversee this research both internally and externally".



After Mr. Yuliandre's explanation, the workshop was continued with remarks and presentation by the Chancellor of UPNVJ, who said that UPN Veteran Jakarta was serious about participating in this research activity. "We really wholeheartedly give our best in this research, and hopefully it can become a reference for all of our staff, and this research activity can be in line with the achievement of UPNVJ's vision and mission, namely defending the country." The Chancellor also explained the results of research and the quality target of broadcasting television programs in the Jakarta area that the average index has increased from year to year. "We hope that the results of future research will not only be reported, but can also be followed up in the realm of higher education, for monitoring such as broadcasting indicators or regulations." At the end of his presentation, the Chancellor of UPNVJ said, "We, of course, as a tertiary institution, have student resources of 10 thousand students and also lecturers of around 760 lecturers including non-permanent lecturers, and our location is certainly in Jakarta, is the potential to accelerate the target in form of outreach to students who will also need assistance from KPI in the process as well as conveying related matters such as the impacts of television on campus."

The workshop was followed by a presentation by Mrs. Dewi Sri Setyaningsih from the Directorate General of Communication and Information of Bappenas, who conveyed several issues such as the draft RPJPN and also the 2020-2024 RPJMN related to the Ministry of Communication and Informatics and KPI as Bappenas partners. Then it was followed by an explanation by Mr. Rivai Nursetyo regarding the implementation of television broadcasting research. In his presentation, Mr. Rivai expressed his appreciation for UPN Veteran Jakarta for participating in this research. Apart from that, Mr. Rivai also explained the important role of the Central KPI Secretariat whose job is to carry out administrative technical services to the central KPI. This workshop activity was then continued by Mrs. Tri Rahayu for a presentation on the implementation of the research. In his presentation, he conveyed several things such as the important principles of research, namely transparency, participation and also empowerment. Then also conveyed in his presentation, the concepts of research quality as well as conveyed the techniques of conducting research such as dividing categories and clustering into several groups.

This workshop activity was continued and ended with a question and answer session by the participants.

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