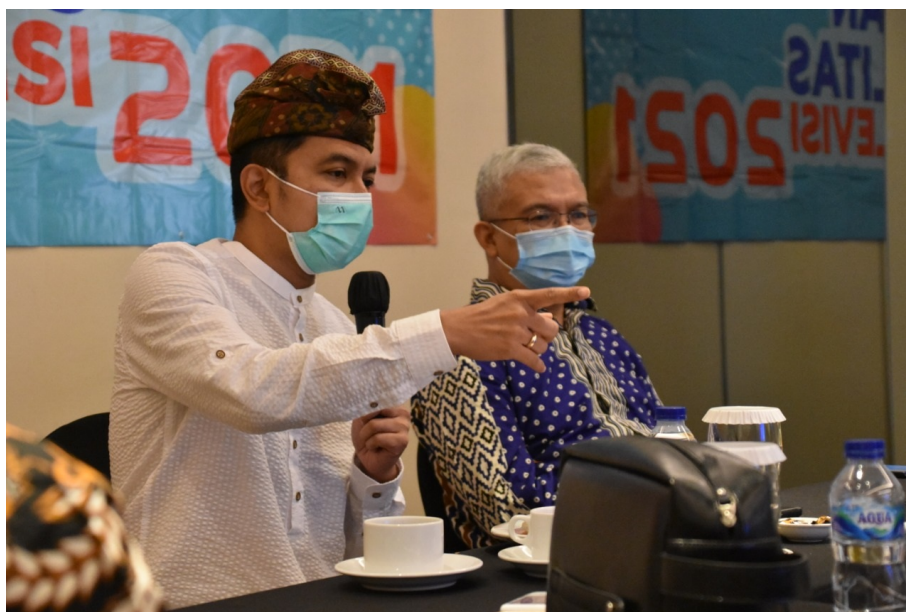


Bigger Challenges in the Digital Era, KPI Again Collaborates with UPNVJ to Conduct Television Broadcast Program Quality Index Research

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HumasUPNVJ - The Central Indonesian Broadcasting Commission (KPI) is holding a 2021 Television Broadcast Program Quality Index Research. This research, which is entering its seventh year, is based on the needs of the Central KPI to see continuously the quality of broadcast programs in Indonesia. This activity was carried out *offline* at the Margo Hotel Depok, but still implementing health protocols in accordance with government directives, namely by using masks, maintaining distance, bringing personal *hand sanitizers*, washing hands before and after activities and all invitees present are required to swab antigen first. formerly. From the results of this activity, it is hoped that it will become an empowerment function so that television programs can be better.



Chairman of the Central Indonesian Broadcasting Commission (KPI), Agung Suprio said that the challenges of developing, supervising and researching television broadcast programs are getting bigger as a consequence of migrating from analog broadcasts to *digital* broadcasts, "Currently, KPI oversees 18 television stations. After migrating to digital, television stations can add 68 stations. All of them must be

assessed and monitored, not just a portion," said Agung in a focus group discussion on the 2021 Television Broadcasting Program Quality Index Research with the Jakarta Veterans National Development University (UPN) in Depok, Friday (28/5).

Agung said the migration of analog broadcasts to digital broadcasts was mandated in Law Number 11 of 2020 concerning Job Creation which was signed by President Joko Widodo in November 2020. The law mandates that digital migration be carried out no later than two years after it was signed. Therefore, the migration to digital broadcasts must occur by November 2022.

Because of this, KPI cooperates with universities, one of which is UPN Veteran Jakarta, to conduct research on the quality index of television broadcast programs. Agung hopes that the collaboration with UPN Veteran Jakarta can continue and the discussions carried out in research can be more in-depth with more variables. "The synergy with UPN Veteran Jakarta will continue. We hope that in the future this collaboration will be warmer. There have also been discussions about the possibility of cooperation between UPN Veteran Jakarta and KPID DKI Jakarta," he said.

By involving universities, Agung hopes that the evaluation of the quality of television broadcast programs can be seen from various sides through multidisciplinary knowledge. "The results of this research will be used as material for evaluating KPIs. The more research that is done, the more parties will be able to use it," he said.

Dean of the Faculty of Social and Political Sciences (FISIP) UPN Veterans Jakarta Dudy Heryadi said that television needs to be fostered and supervised because the public often misinterprets its broadcasts. According to Dudy, one of the problems that may arise in television broadcasts is when television stations pursue business aspects rather than educating the public, "Indeed, democracy requires openness. However, on the other hand, there is still a need for control. Even in the freest country, at the limit certain information is still controlled because not all people can digest information as they should," explained Dudy.

Regarding the migration of broadcasts from analog to digital, Dudy said that on the one hand, the public will get more alternatives, but on the other hand, KPI's duties in guiding and supervising television broadcasts will also increase.



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