

# Discussing KPI Research Results, UPNVJ Chancellor Represented 12 Universities

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**HumasUPNVJ** - Commissioner of the Indonesian Broadcasting Commission (KPI) Center for Institutional Affairs as well as the person in charge of Television Broadcast Program Quality Index Research at KPI, Yuliandre Darwis explained, this research is a benchmark for the quality of broadcast content in Indonesia. By involving 12 (twelve) universities throughout Indonesia and experts, it is a form of KPI's dedication that never stops being at the forefront in guarding healthy and dignified broadcasts.

As one of the national priority programs by the National Development Planning Agency (BAPPENAS), the results of this research are expected to provide benefits and become a driving force as a contribution to building program quality in the digital broadcasting era going forward. In addition, added Yuliandre, KPI hopes that the research results will also become inspiration for broadcasting activities on various media *platforms* , including new media.

"Entering the digital era, the most important thing is *The King Is Content*. With the transition from *analog to digital*, it is certain that in the future there will be more variety of television content in Indonesia," said Yuliandre.

The implementation of research on broadcast quality on television has entered its sixth year. Since 2020, the results of this research have experienced an upward trend. This means that this research has become a reference for broadcasting institutions in improving the quality of their broadcasts, said Yuliandre.

In this research, KPI evaluates eight television programs consisting of news, children, *talk shows*, religion, cultural tourism, soap operas, *variety shows* and *infotainment*. The broadcast program that received the highest index was cultural tourism, namely 3.62. Of the eight categories, research results show that there are still three broadcast programs that fall below the quality standard, namely *variety shows* 2.92, *infotainment* 2.62, and soap operas 2.59.

As a broadcast program that received the lowest index score, soap operas received a record in the aspect of protecting the interests of children and adolescents, as well as suitability for the psychological development of children and adolescents. Another record for soap operas is scenes of both verbal and non-verbal violence and harsh expressions and insults that have a tendency to insult and demean human dignity.

For broadcast programs with the highest index value, namely Cultural Tourism, KPI hopes broadcasters can increase the quantity of this program. From research notes, not all broadcasting institutions have cultural tourism programs. In fact, this program has strategic value in order to enrich the insights of the archipelago and interpret the essence of the nation's diversity. For this reason, KPI hopes that companies that advertise can contribute in placing advertisements in programs that are proven to have good quality. As KPI hopes, this research will have a major influence on the broadcasting ecosystem, both in broadcasting institutions, the public as well as advertisers.

Advertiser support for quality broadcast programs based on KPI research results will help the program continue to be present in society. "It needs to be known together, the emphasis on one of the objectives to strengthen research results is not only quantitative or qualitative, but the weight of a broadcast," concluded Yuliandre.



The Chancellor of UPNVJ, Erna Hernawati, represented twelve other tertiary institutions that collaborated with KPI to become resource persons in this activity, "Regarding KPI's relationship with universities, this is indeed a function of tertiary institutions and indeed this is continuous with the Tri Dharma of Higher Education, namely one only research. People must have good literacy to sort out the shows they can watch. The information available on social media and social media is very different, and what is reliable is TV compared to social media. The results of the research presented today are expected to become an empowerment function so that television programs can be even better," said the Chancellor of UPNVJ.

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