

# The Indonesian Broadcasting Commission (KPI) Asks Television Not to Leave Quality

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**HumasUPNVJ** – Commissioner of the Central Indonesian Broadcasting Commission (KPI) Hardly Stefano asked television not to neglect the quality of its broadcasts so that it can provide educational information and entertainment to the public in the midst of advertisers who look more at the quantity rating aspect in placing advertisements.

“Quantity may be used, but do not leave the aspect of quality. We as regulators, according to the aspirations of academics, feel the need to oversee the quality of television programs so that since 2015 together with 12 universities we have conducted research on the quality index of television broadcast programs,” said Hardly in the Dissemination of Television Broadcast Program Quality Index “Portrait of News Broadcasts in Indonesia” which was held in Depok, Tuesday (25/10/2022).

Hardly said the broadcast program quality index research is expected to be a reference for many parties. Broadcast program managers, for example, can improve their programs based on critical notes provided by expert informants involved in the research.

On the other hand, Hardly also hopes that this research can become a reference for advertisers to not only look at program ratings quantitatively, but also look at the quality aspects of broadcast television programs. “We understand that the dynamics in the television industry, which determine whether a program continues or not is not the KPI or the program manager, but the audience. Therefore, this research is also expected to be able to educate television viewers about quality television programs,” he said.

The National Development University (UPN) “Veteran” Jakarta is one of the universities that collaborates with the Central KPI in researching the quality index of television programs. Deputy Chancellor for Academic Affairs UPN “Veteran” Jakarta Dr. Anter Venus, MA.Comm said that his party is committed to promoting quality news broadcasts along with television news literacy.



"Television is still a strategic medium in people's everyday lives. Television news is still a reference and is trusted by the community in the midst of the current media disruption," he said.

Therefore, television news broadcast program managers need to maintain public trust by presenting news that is tested, timely, relevant, easy to understand, verified and neutral.

Lecturer at the Faculty of Social and Political Sciences UPN "Veteran" Jakarta Dewanto Samodro, MIKom, who is an expert informant in the research on the quality index for the news broadcast category, said that in general, television news broadcasts have fulfilled the rules in the Broadcasting Code of Conduct and Broadcast Program Standards (P3-SPS) as well as the Journalistic Code of Ethics.

"However, there are notes in terms of news, especially short stories, which are not accompanied by interviews or mention of news sources, news that is not balanced, news that contains editorial opinions, and news that displays vile impressions," he said.

Meanwhile, a lecturer at the Faculty of Social and Political Sciences UPN "Veteran" Jakarta Vinta Sevilla MIKom who is one of the field controllers in the research expressed his optimism that news broadcasts would get better and better.

"We are optimistic that the program manager for television news broadcasts will package the program even better," he said.



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