

REPORT
BY
PRELIMINARY SURVEY TEAM
ON
RADIO AND TELEVISION BROADCASTING
IN INDONESIA

March, 1971

3/12

OVERSEAS TECHNICAL COOPERATION AGENCY

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Composition of the team

Tamotsu Ohmura:

Director, Planning and Support Division
Radio Research Laboratories,
Ministry of Posts and Telecommunications

Mataji Komai

Director of Policy Planning for NHK
(Japan Broadcasting Corporation)

Tadakatsu Seguro

Deputy Director, Overseas Broadcasting Department,
NHK (Japan Broadcasting Corporation)

Nobuhiko Shimura

Deputy Head of Broadcast Administrative Division,
Radio Regulatory Bureau,
Ministry of Posts and Telecommunications

国際協力事業団	
受入 月日 '84. 3. 19	108
登録No. 01612	79
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**Report by Preliminary Survey Team
on Radio and Television Broadcasting in Indonesia**

A survey was conducted for a period of about 20 days by the Preliminary Survey Team on the advisability of assistance by the Japanese Government to the List of Technical Assistance Proposals 1971/1972, MTA-2 and MTA-3 the improvement of television network in Java and the development of a medium wave radio network and on the present state of broadcasting in Indonesia. As a result of this survey, it was concluded that for the realization of the aforementioned assistance program, it would be appropriate to dispatch advisers totaling about 7 experts in all to assist on the broadcasting system.

1. Structure of broadcasting system

At the present time television broadcasting in Indonesia is conducted solely by the government-owned TV RI, while radio broadcasting is carried out by the government-owned RRI, local government stations and private stations.

The role of broadcasting is most important from the standpoint of promoting a nation's policies, but in view of Indonesia's past experiences in the field of broadcasting, the establishment of a state-owned system under strong government control may give rise to a number of problems. At the same time, the adoption of a system under which all broadcasting stations are privately owned, as in the United States, would also pose many problems.

Therefore, it is necessary to make a thorough study of the most appropriate type of broadcasting system to fit the needs of the country, taking into consideration the different systems in other countries.

2. Establishment of financial basis for RRI and TV RI

Studies show that at present neither RRI nor TV RI have sufficient financial resources. As this problem is closely related with the organizational structure, it is essential that a study be made of ways and means of securing financial resources, such as license fees, for the propagation and development of broadcasting.

3. Establishment of a basic policy for program planning and operation methods

From the standpoint of enabling broadcasting to perform to the fullest extent its obligations to society, it is essential to establish a basic policy for program planning. Based on such a policy, necessary revisions of the ratio of program classifications and of central and local programs and program contents, as well as effective supervision of personnel, facilities, equipment and budget allocations should be determined.

4. Appropriate deployment and training of personnel
5. Drafting of plans for establishment of stations
 - (1) In order to make the most effective use of frequencies, it is essential to draw up an overall frequencies allocation plan for both medium and short waves, as well as for television broadcasting frequencies.
 - (2) The construction plans of broadcasting stations should be drawn up based on an overall study of financial and electric power conditions.
6. Taking the above mentioned points into consideration, plans for the construction of a medium wave network and improvements for television broadcasting in Java should be formulated, so that the project can be started in time for IGGI's 1972 economic assistance program.

Notes on the Report

1. In the List of Technical Assistance Proposals 1971/1972 presented at the IGGI Conference dated November 21, 1970, it is stated as follows:

M. Information Services

MTA-1 Assistance for Development Project Support Communication

In dealing with the development plan implementation, the Government of Indonesia requires technical assistance for determining and applying a suitable system for ensuring that the basic elements of project planning are communicated to the right audience, at the right time, in the right manner.

MTA-2 Improvement of Television Network in Java study

A study is requested of the possibilities to improve and extend the existing television network.

MTA-3 Medium Wave Radio Network Study

A study is requested of the possibility of developing a medium wave network for radio transmission within the country.

A report on the results of a survey on the existing conditions of broadcasting in the Republic of Indonesia and on the implementation of technical assistance by the Japanese Government has been submitted.

2. These Notes are intended as explanatory remarks so that the Report can be clearly understood with reference to the attached chart (Fig. 1).

In the chart

(80) denotes Radio Network

(90) denotes TV Network

In the List of Technical Assistance Proposals, MTA-2 and MTA-3 are related to (90) and (80), respectively.

With respect to the radio network, there is a short-wave network in Indonesia, although it is not at present adequate. Therefore, the plan for medium-wave network should not be made without regard to this existing short-wave network. Short-wave must play an important role in the future in this country due to its geographic factor, with numerous islands spread over a vast area, and to other factors such as economic conditions, diffusion of receiving sets, electric power supply and the state of social development.

The shaded portion in the chart denotes the relation of the medium-wave network to the Radio Network (80) as a whole.

As regards (90) TV Network, MTA-2 considering the fact that a TV station has already been constructed in Medan, plans should not be limited to Java Island alone but be made on the basis of a nationwide network.

Therefore, the shaded portions of both MTA-2 and MTA-3 in the chart are a part of the overall plan and must not be considered separately.

3. The establishment of a network means the construction of broadcasting stations to transmit broadcasting waves to the people of Indonesia. However, it is not the transmission of radio waves as such but the programs to be transmitted to the people that is important. Therefore, a network plan cannot be set up without a basic program plan, including broadcasting time and area as well as the contents of the programs.

4. Needless to say, a large amount of funds will be required for program production, maintenance of facilities and equipments in addition to the maintenance and expansion of the networks. However, it is meaningless merely to keep down the costs of program production because this may lead only to a waste of national funds.

This also applies to the construction of facilities and their maintenance. Facilities must be established so that they will function properly at all times, with sufficient spare parts for repairs and appropriate budget for their maintenance. Especially in case of facilities expansion, a budget for maintenance should be assured in advance.

A strong financial foundation is required for the improvement and development of broadcasting. Whether this will depend on the License Fee or on national taxes, the ultimate burden must be borne by the people. Even if the funds come from commercial advertisement, the consumers will bear the costs through their purchases of commodities on the market.

5. Taking the people's burden into account, the broadcasting program should contribute to national development and the promotion of long-range national projects and thereby serve to upgrade the people's living standards and intellectual standards.

The national policy (00) covers Broadcasting (10) as well as Agriculture (11), Education (12), Family Planning (13) and the like. Broadcasting (10) must play a role to assist and promote the activities of (11), (12), (13) and others. Therefore, Fundamental Program Planning of Broadcasting (40) should be worked out clearly and precisely based upon the National Policy.

6. Production of programs (60) and (70) must be carried out on the basis of this Fundamental Program Planning (40). This is an area in which special efforts are necessary. As for the radio broadcasting, there are a number of private broadcasting stations in Indonesia. If the programs are not interesting to the people, they will tune their dials to other stations. If the programs are produced merely to entertain and to appeal the people's interest, broadcasting will not fulfill its primary obligation to contribute to the welfare of the people. Therefore, a thorough study and special efforts must be made to produce well-balanced programs which are not only entertaining but are useful in promoting public welfare.

7. In conclusion, it is most important that broadcasting should establish a firm position within the national structure in order to insure its sound development and to play a significant role in cooperating at all times in the various activities of society.

Fig. 1



