

## Challenges to the Radio of the Republic of Indonesia as a Public Broadcasting Institution to Enter Political Contestation in the 2024 Elections

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### Abstract

*As a public broadcasting institution, Radio Republik Indonesia (RRI) has a big role for the progress of the nation, especially in providing information services to the public. At the current stage of the 2024 election, there is a big challenge in being able to demonstrate the nature and duties as stipulated in Government Regulation Number 12 of 2005. This research aims to examine the various challenges facing itself as a public broadcasting institution which must be fully oriented to the public interest.*

*This study uses a combination of normative juridical methods, literature review and document study. In elections as a political process, their nature which must be independent will be faced with their determination not to be influenced by other parties. Its nature to be neutral will be demonstrated by its consistency in not taking sides with the interests of political actors who have different opinions. The challenge of being non-commercial will be faced with its commitment to prioritize services to the community without abandoning its commerciality. Organizationally, he is under and responsible to the President of the Republic of Indonesia, facing a big challenge to be consistent with his duties, especially as a means of social control. Other major challenges relate to the quality of information services, the intensity of educational tasks, healthy entertainment, social bonding in a pluralistic society and the task of preserving national culture.*

**Keywords:** *political contestation, elections, public broadcasting institutions, radio republic of Indonesia.*

### INTRODUCTION

As a means of mass communication media, the role of the Republic of Indonesia Public Radio Broadcasting Agency (LPP RRI) in various aspects of life is very large for the Indonesian people. Since its birth on September 11, 1945. in the era of the nation's struggle to defend independence under the government of President Soekarno, continuing during the era of President Soeharto until the current digital era, RRI has made important historical records for the progress of the nation. In the era of the industrial revolution 4.0 and the current industrial society 5.0, which is marked by the extraordinary development of information and communication technology, its role is still important, especially for certain segments of society who consistently use radio as a source of information.

Entering the era of political and constitutional reform in 1998, along with very strong currents of democratization, there was a public demand for the birth of mass media that were more oriented to the public interest, not to the authorities. This was especially aimed at TVRI and RRI, two mass media institutions which for more than 30 years were heavily intervened and subordinated by the authorities at that time. The birth of Law Number 40

of 1999 concerning the Press marked this era, which in Article 1 number 1 stated that the press is a social institution and vehicle for mass communication that carries out journalistic activities including seeking, obtaining, possessing, storing, processing, and conveying information both in written form, sound, images, sounds and images, as well as data and graphics and in other forms using print, electronic media and all kinds of available channels.

Because of this, Law Number 32 of 2002 concerning Broadcasting, which was followed by the issuance of Government Regulation Number 11 of 2005 concerning Implementation of Broadcasting for Public Broadcasting Institutions and Government Regulation Number 12 of 2005 concerning Public Broadcasting Institutions for Radio of the Republic of Indonesia, has paved the way for more democratic political life, especially in terms of sources of information that are no longer dominated by the authorities. The issuance of PP No. 12 of 2005 has started a new chapter in the world of Indonesian broadcasting, and this has made a major contribution to political democratization. This relates to the provisions of Article 1 point 3 which states that LPP RRI is a public broadcasting institution that organizes radio broadcasting activities, is independent, neutral, non-commercial, and functions to provide services for the benefit of the community. This is further emphasized in Article 3 paragraph (1) that RRI is a public broadcasting institution that is independent, neutral and non-commercial.

In this regard, holding the 2024 election as the 13th election since Indonesia's independence in 1945, and the 6th election since entering the reform era is a challenge for RRI to show its identity as a public broadcasting institution. This is related to its consistency in being able to uphold its independent and neutral nature in political contestation which will be closely related to various external factors outside of itself. To carry out the tasks referred to in Article 4 in the midst of an election as a very competitive political process, it is certainly not easy to maintain its independence and neutrality.

As an institution which according to Article 3 paragraph (2) is under and responsible to the President, it is also not easy to maintain its independent and neutral character. This is because a president, both as head of state and as head of government, will have certain political interests and preferences attached. This is either directly or indirectly related to the political party or a combination of certain political parties that carry it in the presidential nomination in the previous election.

The aim of the research is to examine the various challenges faced by RRI as a public broadcasting institution that carries out its duties and functions for the public interest, especially entering the current 2024 election stage.

## **METHOD**

The research uses a combination of two types of methods, namely normative juridical and literature review. The focus of the normative juridical method is on all state and government regulations relating to broadcasting and RRI, in the form of laws, government regulations and other relevant government documents. Researchers conducted a study of the substance and context of all these regulations related to RRI.

Literature review is carried out by collecting, classifying, and reviewing all documents in various forms, in the form of books, journals, reports, papers, website news and other sources of information that are relevant to the research objectives.

## RESULTS AND DISCUSSION

### Regulation Concerning RRI

Since 2005 RRI as a radio broadcasting changed its status from what was originally a service company to a public broadcasting institution, as stated in Article 2 Paragraph (1) PP Number 12 of 2005. This public broadcasting institution, according to Article 1 number 2, is a broadcasting institution in the form of an entity law established by the state, is independent, neutral, non-commercial, and functions to provide services for the benefit of society. The Republic of Indonesia Public Radio Broadcasting Institution (LPP RRI) according to Article 1 point 3 is a public broadcasting institution that organizes radio broadcasting activities, is independent, neutral, non-commercial, and functions to provide services for the benefit of the community.

As a consequence of the provisions of Article 3 Paragraph (2) PP No. 12 of 2005, the government still has control over the existence of RRI. The seriousness of the state, in this case the DPR and the President who have authority in setting the budget, is of course what will determine the success of this broadcasting institution in realizing its functions and duties. In this context, Hutomo said that the government as a regulator must consistently provide facilities, support, protection and guarantee legal certainty by continuing to make regulations that support the RRI program, as well as increasing state/regional budget allocations to improve the quality of service to the public [1]. This is understandable because the statutory mandate is very large for its existence and performance. Rosmilawati stated that as one of the state-owned electronic media, RRI performs its function aiming to provide services to the public in terms of information, education, culture, entertainment by giving people's rights to know correct information, express opinions and express themselves through its broadcast programs [2].

In the perspective of public interest, as stated in the preamble "considering" letter b of Law No. 32 of 2002, it is clear that radio spectrum is a limited natural resource and is a national asset that must be maintained and protected by the state, and used for the greatest prosperity of the people. Therefore, the presence of several state regulations, including Law Number 32 of 2002 concerning Broadcasting, PP Number 11 of 2005, and PP Number 12 of 2005 are basically public policies. This is because it is a political and administrative decision made by a public official institution based on the authority granted by the constitution and laws and regulations, because there are public issues that must be handled by the state or government. The public problem is radio frequency which is often not used properly for the benefit of society in general.

This is partly because as stated in Article 1 point 2 PP Number 12 of 2005 that a public broadcasting institution is a broadcasting institution in the form of a legal entity established by the state, is independent, neutral, non-commercial, and functions to

provide services for the public interest. The elucidation of the article states that independent means not dependent on and not influenced by other parties. Neutral means that it does not favor the interests of one party. Non-commercial means not solely seeking profit, but also prioritizing community service improvement.

In this context, there are indeed demands from various groups for the institutional position of RRI to be further strengthened, so that it can be released from the shadow of state power. Doly argued that the existence of public broadcasting institutions is important, because their duty is to provide information, education and entertainment needed by the community. At present it is considered that they have not been able to carry out their duties and authorities properly, because there is no clarity regarding the status of a legal entity established by the state[3].

The impression of state bureaucratization is also unavoidable, so that there are stronger hopes and demands for institutional arrangements so that they are more oriented to the public interest [4].

As is usual for an organization as an entity that continues to grow, the existence of RRI will also be related to the political process that has been ongoing, namely the plan to revise the Broadcasting Law and the plan to make a law that combines TVRI and RRI. From a democratic perspective, of course, everything must be oriented towards fulfilling the public's rights to information services, and increasing the quality of democratic life. In this regard, Sudibyo reminded that the idea of merging RRI and TVRI was a good opportunity to strengthen the existence of public broadcasting institutions in Indonesia. However, this idea also has the potential to weaken public broadcasting institutions if what stands out in the RTRI Law turns out to be strengthening the authority of the DPR or the government in controlling the institutional aspects and operationalization of TVRI and RRI [5].

### **RRI As Mass Media**

Discussion of RRI will not be separated from its position as a mass communication medium. According to Nugroho et al., conceptually, the meaning of media is almost impossible to be detached from the everlasting problematic tension between what constitutes the domain of private (*privatus*) and public (*publicus*). The notion of media always refers to a sphere in which the two can be linked, to enable and make possible the realization of the so-called 'shared life' (*polis*, or *res publica*). In other words, media functions as mediating medium for such a 'shared life'. In this sense, the domain of media spans very widely, from the physical space such as plazas, courts, public meeting venues or theaters, to newspapers, radio, television, and any space for social interaction which has the power to shape life and culture [6].

According to Article 1 point 3 of Law Number 32 of 2002, radio broadcasting is a mass communication medium that transmits ideas and information in the form of sound in a general and open manner, in the form of regular and continuous programs. Radio according to Kombol is a wireless transmission which only has the audio element. Thus radio can only be listened to. This nature of radio makes the production of programs cost

effective because fewer equipment is required than television. Furthermore, radio receivers are often simplistic in nature thus cheap and affordable especially for rural people. Battery operated radio sets make users less dependent on electricity supply and the medium is portable. Portability of the medium ensures that listeners incorporate the medium into their occupations [7].

Within the framework of a democratic state as well as a rule of law state, the existence of means to channel people's aspirations is a necessity. According to Handiono, by using all types of available channels, the role of broadcasting as a distributor of information and forming public opinion is increasingly strategic, especially in the democratic development of Indonesia. In accordance with the mandate of the Broadcasting Law is to meet the demands of developments in political life, societal dynamics, and the development of democracy [8]. In this regard, one of RRI's tasks as referred to in Article 3 PP No. 12 of 2005 is to carry out social control. With this, the people as the owners of sovereignty will have the opportunity to convey criticism and corrections to the government that exercises political power.

The people have the right to obtain information, including various information from various sources. On the other hand, government power as the holder of the people's mandate must also receive strict control, including from the community, so as to prevent abuse of power. In this regard, LPP RRI as an integral part of the national broadcasting system occupies an important position and has a significant role for the progress of the nation. Even so, it is also inevitable that academic discussions on this matter will not be separated from the relations of political power in the life of the state. In this regard, Masduki stated that the broadcasting system is a complex relationship between radio and television institutions, state or government interests, and the public in certain areas. The discourse of a broadcasting system is not separated from the general discourse of a media system operating in a particular political regime. In contrast, broadcasting may drive a shift of political regimes, from authoritarian to liberal or democracy [9].

The role of radio as a means of mass communication, especially in democratic countries, especially in the process of forming public policy, is very important and decisive, especially as a channel for people's aspirations. Tucker stated that there is not just one, but many roles that the media must play in a democracy, including: problem construction/identification for informed decision making, identification of the range of solutions for those problems, acting as a forum for public debate, and as an outlet for groups to get their concerns heard, as a force against government corruption, exposing abuses of power, and identifying community needs, so that these can be addressed by decision makers [10]. With regard to democratic values, one of the institutions that must be held according to Budiardjo is the existence of a press and mass media that are free to express opinions [11]. In line with that, Affan Gaffar said that one indicator or measure of whether democratic life the politics of a country is the right to enjoy a free press as part of enjoying basic human rights [12].

In the context of strategic management, the institution's ability to identify problems, opportunities and threats, as well as awareness of strengths and weaknesses as an



organization, is decisive. Some of the problems faced by RRI as stated in the Strategic Plan for 2020-2024 include its branding as a multi-platform-based public radio (modern public radio) that has not been properly socialized, the wide reach of RRI's broadcasts has not been utilized optimally by stakeholders as a medium for disseminating information/media partners (bridging information), the population of RRI listeners that is not yet comparable to the broad reach of broadcasts, broadcast services based on multiplatforms have not been utilized optimally by the public, the target of foreign broadcasts as a medium for national diplomacy has not been optimal, and technology that has not been in harmony with the development of digital technology in the world international.

RRI, with its organizational resources, must take into account all the consequences of entering into major changes in the world of broadcasting as a result of this digitalization development. With the power of 99 broadcasting stations consisting of 1 type A work unit, 30 type B work unit, 34 type C work unit, news center and SLN as well as 32 production studios, it is certainly a necessity to be able to develop even more competitively. Research Akbar et al. shows that the development of information media, particularly in the form of radio, has undergone rapid advancements and transformations to adapt to the needs of the digital era. RRI has embraced media convergence and introduced the RRI Play Go application, which allows users to access RRI broadcasts anytime and anywhere. The convergence of media has enabled RRI to remain relevant in the digital era and continue its mission of providing information and educational content to the public [13]. Masduki's research, among other things, concluded that The transformation path that RRI/TVRI experienced from government-run to public media reflects a compromise between the desire to create a professional public media institution and the interest in maintaining state control and government assets in broadcasting offices. In reality, RRI and TVRI are still state agencies with the following attributes: civil servants as the central employees, domination of the annual state budget as a source of funds, and bureaucratic working culture as a consequence of being a governmental institution [4].

It is absolutely necessary to take various breakthrough steps, both by the highest leadership and operational apparatus in various regions, to be able to enter this increasingly competitive digital era. Hastuti's research concluded that the broadcasting function of LPP RRI in conveying information to the public in Biak Numfor Regency is a media that is very much needed by the community, but there are still a number of things that need to be improved to improve broadcast quality [14]. Therefore, it is the right thing to launch RRI Net as an innovation carried out in response to the digital era. This coincides with the commemoration of National Radio Day and RRI's 73rd birthday on September 12 2018, with applications and features that allow listeners to watch radio broadcasts online (<https://www.kominfo.go.id>. RRI Net, Digital Innovation Watch What Do You Hear). In this regard, the research of Amanda et al. also, among other things, concluded that in addition to utilizing the existing features on YouTube, LPP RRI has also used other social media, namely Twitter, Instagram, Facebook and websites [15].

## Social and Cultural Challenges

The very heterogeneous Indonesian society is an undeniable sociological-cultural fact, as well as something that must be taken seriously, if we remain committed to strong national unity and integrity. Therefore, various attitudes and behaviors that lead to the disintegration of the nation, at least in the form of social conflict, must receive careful attention. In the midst of the current onslaught of information and communication technology, hoaxes are a real threat to the cracking of national cohesiveness. The survey results of the Katadata Insight Center (KIC) and the Ministry of Communication and Informatics in 2021 show that 11.9% of the community members who were respondents admitted that they had spread fake news or hoaxes [16]. The survey, which was conducted from 4 to 24 October 2021 in 34 provinces and 514 districts/cities and involved 10 thousand respondents, was up 0.7% from the previous year's survey results, which was 11.2%.

The government, in this case the Ministry of Communication and Information and local government agencies have taken several steps to deal with the increasingly widespread spread of hoaxes. For example, the West Java Provincial Government noted that there were 4,265 hoax news or information in 2022, and efforts were made to counter them through the Jabar Saber Hoaks (JSH). Of the 6,145 news or information complaints, after being verified, 4,265 of the information were hoaxes[17]. Research Nurlatun et al. stated that this effort was carried out by approaching the community through groups on social media, including disseminating information about criminal acts, as stipulated in Law Number 11 of 2008 concerning Information and Electronic Transactions [18].

According to Yani, preventing hoaxes on social media is increasingly important so that social harmony in the midst of a pluralistic nation can be maintained. This is noteworthy because its massive dissemination can cause tension in society, lead to hatred, and even communal conflicts that are accompanied by violence [19]. In addition, in democratic events, including in regional head elections, many election participants still use hate speech. According to Astrika and Yuwanto, not all participants used safe and healthy methods to win in political competitions. Many use dirty methods, one of which is hate speech which has become a strategy in politics [20].

In this context, it is certainly a real challenge for RRI which, according to Article 4 PP No. 12 of 2005, one of its tasks is education and social bonding. This institution must be at the forefront of facing the potential for national disintegration regarding the destructive power of hoaxes in the midst of a very pluralistic society. The spread of hoaxes, according to Kurniadi, occurs due to unwillingness and inability to seek the truth of information. Dissemination is easier through audio-visual media by using provocative and persuasive language. This happens more quickly and massively due to low reading and listening skills [21]. According to Christiyanti and Widodo Muktiyo, radio actually has a program consisting of broadcasts containing music, information about lifestyle, news, and broadcasts about culture delivered to listeners. One form of implementation is cultural broadcasts promoted by RRI as a means of preserving culture [22]. Messages that

lead to the values of unity, tolerance and respect for diversity can be packaged in innovative and up-to-date radio broadcast programs based on local culture and wisdom, as a preventive measure for the increasingly rampant hoaxes and hate speech.

Several examples can be put forward that the role of RRI including those in various regions is very important and the strategy is as an educational medium and social glue. Satria's research shows that RRI Lhokseumawe as a medium that can develop culture is very much needed in providing education to the community including preserving culture and local wisdom [23]. Murbaningsih and Purwanto's research states that program 4 is part of the broadcasting station at LPP RRI Semarang, which broadcasts cultural broadcast programs, which are interpreted not only in the form of art, but cover a broad dimension. This cultural presentation is in various broadcast formats, namely dialogues, radio plays, features, documentaries, fillers and public service advertisements. This is a form of function as a public broadcasting institution in preserving culture [24].

The public's hope for the appearance of RRI in the forefront for the integrity of this nation and state is certainly not an empty hope, because he is not in a vacuum. According to Wahyono, radio, as a social institution that is developing dynamically, has a lot of expectations from the public so that broadcast material matches the dynamics of the hearts of listeners who are increasingly critical. For this reason, it is recommended not to access anti-social discourse, not to form an indifferent society, but one that is cultured, creative and optimistic [25]. Broadcast leaders and managers, including those in each region, must strive hard to present the best programs for the benefit of the community. Culture and local wisdom as an integral part of national culture, must be put to good use for the benefit of maintaining national unity and integrity, especially entering the current political year. According to Hasandinata, the role of radio in developing and preserving Sundanese art is not as easy as turning one's hand. Currently, we have to deal with the gusts of globalization that can erode Sundanese art as well as other regional arts. To attract listeners to continue to love Sundanese culture, creativity is needed in packaging broadcasts to make them more varied [26].

According to RRI's Program and Production Director, Mistam, RRI as a radio that was born as a radio for struggle, with the motto "Once in the Air, Always in the Air", has a mission, among others, to preserve culture. Things that were carried out included a cross-generation shadow puppet show at RRI Madiun on Wednesday 7 June 2023, which featured young and senior puppeteers [27]. This is an example of the cultural richness of the archipelago in the form of wayang, which can be used as a means of disseminating electoral information. The various types of wayang that exist in several regions can certainly be packaged by artists so that important messages about national unity in the midst of political competition can reach the community members effectively.

With regard to the educational role as mandated by Article 3 PP Number 12 of 2005, what LPP RRI did on 31 May 2023 with the Smart Voting Movement program is very appropriate and strategic to encourage public participation in elections. The same thing that was done by RRI Malang on Wednesday 31 May 2023 is very positive and will have a big impact on Indonesia's future political life. Through collaboration with Brawijaya



University, as well as presenting the Chairperson of the KPU and the Head of the local Bawaslu, students who for the first time will play the role of first-time voters in the 2024 election, are given insight and understanding about various aspects of election implementation. This activity is a combination of on air and off air, and is carried out not only through broadcast programs but also on a multiplatform basis [28].

The same thing, with the Smart Voting Movement program for students as first-time voters, was carried out by RRI Ternate at Khairun University, North Maluku, on May 31 2023. In the talk show which also presented elements of the North Maluku KPU and Bawaslu, several issues were discussed, including the use of money dowries in politics, the use of information technology to prevent election fraud, the dangers of hoaxes, negative campaigns, black campaigns and the politicization of SARA in elections[29]. In connection with this, the President Director of LPP RRI, I. Hendrasmo, stated that RRI is ready to succeed in the 2024 elections in the form of a commitment to declare RRI as Election Radio. This is done by grounding the 2024 elections through the Archipelago Home Broadcast Program [30].

From a sociological perspective, the importance of the educational function carried out by RRI is related to one of the functions of the social system according to Talcott Parsons, namely latent pattern maintenance. This function is carried out by the cultural subsystem related to the maintenance of cultural values and norms prevailing in society. The goal is to preserve the structure of society, maximize social commitment and motivation, and control the tension of individual feelings, so that they can participate in social life [31]. As a social institution, education according to Harris Jr., the function of education is to systematically transmit a cultural heritage from one generation to another, imparting social and moral values, and reducing prejudices and increasing tolerance and understanding among people [32].

The mass media that was born from the period of struggle to seize and defend independence, then the immaterial values and spirit have certainly become part of the institutional history of LPP RRI. In other words, after more than 77 times this nation has enjoyed independence from the colonialists, now is the challenge to fight for the ideals of independence as stated in paragraph 2 of the Preamble of the 1945 Constitution, namely an Indonesia that is independent, united, sovereign, just and prosperous. This fighting spirit must be an integral part of the daily movements of all LPP RRI apparatus from the leadership level to the operational level. The role of education as mentioned in Article 4 certainly faces the sociological fact that some members of society are not fully educated.

### **Political Challenges**

At this time, the demand to consistently maintain its independence is getting bigger when the public hopes that the 2024 election will be more democratic. The experience of five elections in the reform era, namely 1999, 2004, 2009, 2014 and 2019 has provided an important lesson that fair political contestation and competition will contribute to a more quality democracy. On the other hand, the election as an event of democracy will only be an accessory when the public mass media, namely TVRI and RRI, side with

certain contestants in the election. This demand to be neutral and independent is not only due to the mandate of laws and regulations, but also because it relates to a higher quality of life as a nation. In this regard, Benson argues that public media's contributions to democracy are well established. Less widely known are the specific policies that make these contributions possible [33]. In recent elections, the demand for independence has become even greater when media owners have also been involved as election participants, which of course is full of political calculations. This socio-political phenomenon, according to Muyazin Nazaruddin, is that with the increasing number of media owners who are involved in politics, it will be difficult to have independence when the owners become partisans of certain political parties. RRI has the opportunity to become more independent, in the midst of a situation showing that media independence and neutrality are luxuries in a political year [34]. His integrity as broadcast media manager will be at stake during the election, and will become part of the nation's history regarding the contribution of broadcasting institutions to the growth of democracy in a higher quality direction.

The demands and expectations of the public as well as the mandate of Article 1 point 3 PP Number 12 of 2005 that as a public broadcasting institution it must be neutral and independent, is not an easy thing. The tug of war between interests in an atmosphere of national political competition, which is actually an arena for fighting over political power in government management, is a logical consequence of elections as an attribute of democracy. However, within the framework of political development, the implementation of political moments as an attribute of people's sovereignty must remain honest, fair and within the framework of a modern rule of law. Dahl has warned that as a democratic state regime, elected officials always come from an honest election process, every element of coercion is considered a very shameful thing [35]. In this context, as a broadcasting institution which is mostly funded by the people's money, there is no other choice that it has to be consistently neutral and independent from the various political forces that are currently competing. In the view of Nursyecha et al., RRI has tried to maintain neutrality and independence by avoiding reporting that tends to favor certain groups or candidates, not exaggerating in displaying certain candidates, or not loading advertisements on program segments related to certain candidates [36].

The challenge of gaining credibility in the eyes of the public for a media like RRI amidst the current onslaught of information technology is of course not an easy one. All RRI members, starting from the top management to the broadcasters as the spearhead as a public broadcasting institution, are required to give their best performance to gain the public's trust. As an institution that receives state funding support through the state budget, of course its public accountability must be demonstrated in the maximum implementation of all its duties. In the context of strategic management, this relates to its role in supporting the President's vision as head of state and head of government. This can be seen in RRI's Strategic Plan for 2020-2024 which states that the institution, which for the first time operated in 1945, is committed to becoming a trusted and global public broadcasting institution as a reference and direction for all astronauts/astronauts in

carrying out their duties and functions. One form of this public trust is when he is able to always maintain his independence and neutrality entering the political year ahead of the current 2024 elections.

Several studies show that there is a relationship between state regulations in the media industry and information services to the public. The aforementioned studies indicate that when the government regulates the media industry adequately or controls news content, the amount of available information decreases and some critical information that citizens should know is not offered. To the contrary, where the government regulates the media less and protects news media's autonomy, a variety of political information can be provided to citizens by the media[37].

The role of LPP RRI in fighting for the public interest through its social control duties, makes an important contribution to the formation of public opinion which is necessary to help ensure that certain public policies can achieve their goals effectively. Masduki said broadcasting is the contested arena of political interests due to its strategic position in forming public opinion. With the widest service network, public service broadcasting is considered as the major broadcasting institution, in addition to private and community models [38]. This role, of course, can be carried out in the implementation of all stages of the election, so as to prevent deviations from all the election regulations that have been stipulated. The control carried out by RRI on behalf of the public interest, of course, will not conflict with the oversight function carried out by the RI Bawaslu and its staff down to the village/kelurahan level. Likewise, it will not overlap with the role of monitoring carried out by monitoring institutions that have received accreditation from the RI Bawaslu or Bawaslu in the regions according to the level and scope of the monitoring area.

However, in the current era of digitalization, we are also faced with various challenges in order to survive as the mass media needed in a democratic country. Gerston said that the media, both print and electronic, have a long-standing reputation for placing issues on the public agenda. News reports raise the awareness of both policy makers and their constituents. Many media-highlighted events have been incorporated into the public agenda. In recent years, the internet has emerged as a powerful source of information, and as such, an agenda-building agent. Studies show that increasingly people are getting larger shares of information from the internet [39]. The challenge of radio as a type of mass media, according to Gusna et al. including regarding the presence of the internet, which does not mean the old media will die. This is because it actually brings new innovations to its development through media convergence, which gave rise to streaming radio [40].

In a country that has declared itself as a democratic country like Indonesia, of course social control becomes very essential within the framework of building a more democratic life. The people have the freedom to convey their aspirations, one of which can use mass media, such as RRI. This institution, according to Juditha, is state-owned radio which is public in nature, whose broadcast manager is not responsible to the government but to the public or society. As a public-oriented organization, it does not prioritize material gain,

but as social control for the public interest [41].

There is a relationship between the mass media, democracy and public interest which is packaged in the form of public policy. The mass media which has a functional role will strengthen the building of democracy, and in an increasingly democratic political system public policies can process and have an impact according to public expectations. Hoogerwerf stated that democracy is a way of forming policies that exist as long as the members of a group have the possibility to influence directly or indirectly the content, process, and impact of the group's policies. Political democracy is democracy within the political system [42]. Another expert, Oswald stated that Whether, at any particular time, the government is influencing the media or the media are influencing the government, public policy is affected. This interaction between the government and the media may suggest that public policy is developing in an ad hoc way. However, if used correctly, mass communication can allow citizens a direct voice in public policy settings [43]. As one of the policy actors, according to Howlett and Ramesh there is no denying that the mass media are crucial links between the state and society, a position that permits them to strongly influence the preferences of the government and the society on public problems and solutions to them [44].

In broadcasting practice, the meaning of the diction "non-commercial" as regulated in Article 1 point 2 and Article 3, can be very broad and has implications for many aspects. As an institution that receives disbursement of public money through the state budget, it is very logical that it is required to prioritize the interests of service to the community. On the other hand, the phrase "without abandoning its commerciality" can also be interpreted in various ways. It is very possible that the RRI LPP officials carry out various programs that mean not abandoning commerciality, instead other parties, for example the DPR as a political oversight institution, are considered to have too commercial activities. This demand not to be too commercial was called for by several observers, including Sasa Djuarsa Sendjaja who argued that there were several reasons, public broadcasting institutions became important. Among them, in the context of the democratization of national life and the strengthening of civil society, the public has the right to receive broadcasts that are more intellectual and fill their heads with something more meaningful. In addition, media democratization necessitates the existence of a broadcasting institution that is independent, both from state interests and from commercial interests [3].

In the current era of political competition in the holding of elections, to elect members of the legislature as well as the president and vice president, the challenges are getting bigger, both internally and externally. Internally, this includes relations between employees at all levels of the organization which has implications for organizational culture. Externally, this is correlated with the relationship of dependence on state/government power. This is a logical consequence of the provisions of Article 3 Paragraph (2), that RRI is under and responsible to the President. This problem is in line with what Masduki put forward that the change in RRI's legal status from a government owned radio organization to a public radio organization in 2020 did not directly alter its work culture and its overall governance. While political intervention no longer occurs in

its content production, the budget plan and distribution as well as a selection of its top structure members remain in the hands of political authorities [45].

It is not easy to maintain the independence and neutrality of the RRI, especially when dealing with government power, which can be seen, among others, in several provisions in PP No. 12 of 2005. RRI is under and responsible to the President (Article 3 Paragraph (2), the task of the Council Supervisors to report on the implementation of their duties to the President and DPR RI (Article 7 letter g), as well as the amount and type of income of the supervisory board are stipulated in a Presidential Regulation (Article 9). a non-ministerial government institution, which psychologically will not easily carry out the function of social control. This is also the same as its position as a party that gives reports as a consequence of its position as subordinate to the President as an institution that receives reports. The uniqueness of this institutional position places its duties as controller Social is like a simalakama fruit. Likewise, the amount and type of income of the Supervisory Board will have implications for institutional awkwardness when carrying out social control.

## CONCLUSION

The change in the institutional status of RRI in 2005 did not automatically eliminate problems and challenges. The challenge of being able to appear neutral and independent, especially entering the 2024 election stage, is currently being faced by RRI as a public broadcasting institution. The institutional position which is structurally under the President of the Republic of Indonesia places him in an institutional environment that is not easy to exercise social control. The task of education and information services to the public regarding the 2024 election requires many breakthroughs and innovations in line with the development of digitalization in various areas of life. The task of preserving culture can be packaged in a modern way so that information messages about elections can be conveyed to the public effectively.

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