

Persepsi Rajawali Citra Televisi Indonesia terhadap undang-undang penyiaran no.32 tahun 2002 dalam kelangsungan bisnis industri siaran televisi = Perception of Rajawali Citra Televisi Indonesia towards constitution on broadcasting no. 32 year 2002 based on the continuity of business industries on television broadcast

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Abstrak

<i>The requirements of the community for information presently have become the major requirements in the daily living.

The existing information media, both newspapers and radio broadcast like the television broadcast must be able to meet the requirements on information in accordance with the era. With the sophisticated technology, satellites for broadcast relays, both radio and television broadcast have been developed. Furthermore, telecommunication technology and computer (digital technology) have set up an internet information media.

The competition has occurred between the television broadcasting industries, since the establishment of the television station RCTI in 1989, and later followed by SCTV, Indosiar and so forth. Until 2004, there are already 15 national private television stations.

The development of business industries on television broadcasting conducted competitively among these television broadcasts, had brought forth the issuance of Constitution No. 32 year 2002 on Broadcasting.

With the validity of the constitution, there has occurred a number of responses both pro and contra, due to the impact on the private television industries.

From the results of research, this had motivated the writer to further know the impact of Constitution No. 32 year 2002 on Broadcasting towards the business industries on television broadcast. The writer had carried out a Field Research through the distribution of questionnaires on 30 respondents in the program and technical divisions, and HRD of PT, RCTI.

In order to know the impact on the Constitution on Broadcasting No. 32 year 2002, some articles were considered very crucial, and the questionnaire data showed an independent variable, i.e. the crucial articles that influence the dependent variables (Broadcasting Program) having 15 articles. These articles will influence the development of the broadcasting stations and working outlines (DPK) of RCTI as the National Television.

With the issuance of the Constitution on Broadcasting No. 32 year 2002, this will influence the performance of RCTI, particularly in obtaining the competition of the market segments on advertisements already available. Conversely, Constitution on Broadcasting No. 32 year 2002, will protect the local programs and

become a information and entertainment media adjusting with the Indonesian culture in supporting the Regional Autonomy Constitution.</i>