

Penyempurnaan kebijakan Lembaga Penyiaran Publik Televisi Republik Indonesia -TVRI menuju lembaga penyiaran yang berpihak kepada publik sebagai suatu hirarki, aplikasi riset tindakan berbasis soft systems methodology = Improvement of the policy of TVRI as a public service broadcasting into becoming public broadcaster as a hierarchy an application of SSM based action research / Wardahnia Hadiyanto

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Abstrak

ABSTRAK

Meski memiliki peran strategis, Lembaga Penyiaran Publik TVRI belum memiliki posisi yang kuat karena status kelembagaannya belum jelas. Penelitian ini bertujuan melakukan penyempurnaan kebijakan Lembaga Penyiaran Publik TVRI sebagai suatu Hirarki karenanya tiga tahap kebijakan berdasarkan hirarki dinilai tepat untuk penelitian ini.

Penelitian menggunakan pendekatan Soft

Systems Methodology (SSM) yang melihat real world sebagai sistem yang terdiri dari sub-sistem yang saling interconnected dan interrelated. Pemilihan SSM sebagai pendekatan untuk keseluruhan proses penelitian menggunakan experience based knowledge yang bergerak antara perceived about realworld (reality) dan feeling about realworld (actuality). Hasil Penelitian menunjukkan pada tataran policy level Undang-undang 32/2002 dan PP 11/2005 serta PP 13/2005, tidak mengatur rumusan status kelembagaan LPP TVRI. Bahkan, regulasi- regulasi tersebut tidak sinkron dalam pengaturan kelembagaan LPP TVRI. Sementara di tataran organizational level, Rencana Strategis LPP TVRI 2011- 2016 belum selesai disusun, mengingat belum ada sinergisitas antara Dewan Pengawas dan Dewan Direksi LPP TVRI 2011- 2016. Padahal Renstra LPP TVRI adalah penentu arah pengembangan LPP TVRI di masa mendatang. Pada tataran operational level, Standar Operasional Prosedur (SOP) unit Pemberitaan LPP TVRI yang merupakan pedoman dalam menjalankan tugas profesi di unit Pemberitaan hingga saat ini belum disosialisasikan.

ABSTRACT

This research objective is the improvement of the policy of LPP TVRI as a Hierarchy of the three steps policy based on hierarchy which is suitable or proper with this report. The research uses a soft systems Methodology- SSM that see the real world as a system which consists of sub system that interconnected and interrelated to each other.

The choosing of approaching SSM is used for a comprehensive Research Process to conduct the completion policy of Public Broadcasting Board with the using of experience based knowledge- which move between perceived about real world (reality) and feeling about real world (actuality). The result of this research shows in amendment policy level of UU 32/2002 and PP 13/2005 as well as LPP TVRI, without stipulate definition, limitation and the status of LPP TVRI, even the regulation is not connected to the arrangement of LPP TVRI Board. Meanwhile, the arrangement of organization level, strategy plan of LPP TVRI 2011-2016 is not accomplished, because there is not a synergy between the Board of Governors and the Director of LPP TVRI Board 2011-2016. Even though, strategy Plan of LPP TVRI is the key guidance to the development of LPP TVRI in the future. The arrangement of operational level, the Standard Operating Procedure of News Department of LPP TVRI which is the sources or guidelines in conducting the profession duty in the field of News Department, until now it is not been socialized.