

**Analysis of Broadcasting Violations Ethics at the Celeb Room Program at
NET TV**

Robbikal Muntaha Meliala
Robbikal.rtl@bsi.ac.id

Silvina Mayasari
silvina.svm@bsi.ac.id

Nurul Fatimah
Nfatim2000@gmail.com

Universitas Bina Sarana Informatika

ABSTRACT

Violations of broadcasting ethics are actions that violate ethical principles, violations of regulations in the guidelines applicable in the broadcasting industry. Broadcast programs are divided into two categories, namely entertainment programs aimed at entertaining the audience and information programs aimed at increasing the audience's knowledge. In the program "Celebrity Space" on Net Tv. Including ridicule of celebrities or public figures, gossip and personal life selebait with taxane schedule Monday – Friday at 15.00 WIB, Duration 60 minutes, and classification R13+ (For Teenagers). Qualitative Document Study using data aggregation in the form of data analysis text, literary and image studies. Conclusion: television programs on the "Celeb Space" on Net Tv must uphold high broadcasting ethics to maintain the rights to privacy, safety and positive development of their viewers, especially children and teenager. KPI provide important guidelines to ensure that broadcast programs comply with predetermined principles.

Keywords: Violations; Broadcasting Ethics; TV Programs

INTRODUCTION

The influence of mass media is very significant in shaping people's opinions or has a great impact on many individuals. Media is a communication tool used to transmit messages. information and entertainment for viewers. Electronic media including television airs various kinds of television broadcast programs. Morissan in Roby Gusnadi (2018) said that broadcast programs refer to events or series of events broadcast by television stations as part of broadcasting services to meet the needs of the audience. In other words, television shows are everything we watch on television that includes various types of programs that are compiled and presented to viewers for various purposes such as providing information, entertainment or education. Winda Kustiawan, et al (2022) said that broadcasting has as a means of disseminating information, education, culture, entertainment, social control, social cohesion, economic development, enlightenment, and empowerment. It can be

interpreted that broadcasting has a very diverse role in the broadcasting function. In the world of television broadcasting in Indonesia has ethics or regulations that have been set at the Indonesian Broadcasting Commission (KPI). In the journal of communication and social sciences, Muhamd Hardandy Sutrisno, et al (2023) said that KPI as a broadcasting supervisory body and broadcast content is supervised by the Indonesian Broadcasting Commission (KPI). The establishment of KPI is mandated by Law Number 32 of 2002 concerning Broadcasting (Broadcasting Law). KPI consists of Central KPI and Regional KPI (Provincial level). KPI has the authority to monitor the implementation of regulations, the KPI Broadcasting Code of Ethics and Program Standards (P3SPS) in 2012, imposing penalties for violations. Thus, KPI is a regulatory body established based on Law Number 32 of 2002 concerning broadcasting in Indonesia. KPI consists of two levels, namely Central KPI and Regional KPI at the provincial level, whose functions include supervising the implementation.

One type of infotainment program (entertainment information) with the program "Ruang Seleb" on Net Tv that shows about a celebrity or public figure, gossip, and the personal life of celebrities. The program "Ruang Seleb" on Net Tv based on information obtained from the website, received a warning letter from the Indonesian Broadcasting Commission (KPI). (<https://www.kpi.go.id/id/edaran-dan-sanksi/37145-teguran-tertulis-untuk-program-siaran-ruang-seleb-net-tv>) On June 26, 2023, at 06.25 WIB, a video recording featuring Dewi Perssik with a classification of R13+ has been released. In the video, Dewi Perssik reminded Angga Wijaya's wife to be more careful of her husband because she considered that her husband did not fully understand his true nature. Goddess Perssik requested that her name not be involved in their relationship. Further in the recording, Dewi Perssik discussed about the negative actions taken by Angga Wijaya towards her.

Therefore it is very important to understand the content of the show on the program "Ruang Seleb" on Net Tv in the context of video recording, footage with a classification of R13+ shows that this content is not suitable for viewers under the age of 13 years. This classification can have a significant impact on the audience, considering how the negative messages and content of the Peach Goddess can affect people's perceptions and their relationships. And even more so the limits on free speech relate to the media's obligation to broadcast sensitive information.

Due to the form of warning in written form that has been given, including invasion of celebrity privacy or content that is considered not in accordance with applicable broadcasting standards. These reprimands may include warnings and recommendations for the program to comply with more ethical broadcasting guidelines, follow the rules and regulations in force in Indonesia to supervise and regulate the field of broadcasting.

Violation of broadcasting ethics is an act that violates ethical principles, violates regulations in the guidelines applicable in the broadcasting industry. Broadcasting ethics covers various aspects including the protection of individual privacy, the use

of appropriate language, and the values that must be upheld in informing and entertaining the public.

LITERATURE REVIEW

Violation of Broadcasting Ethics

Violation of Broadcasting Ethics is an action or behavior that has been given when actions or content broadcast by certain parties are considered to violate ethical principles applicable in the broadcasting industry, and can include various aspects such as disclosing personal information, displaying content that contains insults, or using abusive language, and not complying with the broadcasting code of ethics or applicable regulations.

According to Bawengan in Muhamad Hardandy Sutrisno, et al (2023) said violations or offenses of the law are when certain actions are declared illegal by law and these violations are defined as acts that violate legal order. It can be interpreted when the law declares an action as a violation, it means that the action is contrary to applicable law and can be subject to legal sanctions. Bertens in Gan Gan Giantika, et al (2019) the concept of ethics comes from the Greek word "Ethos", which refers to the character of morality or habitual practice. Ethics is often closely associated with the term "moral", which comes from the Latin word "mos" and its plural form. "Mores" are a custom or way of life of a person that includes good deeds (morals) and avoiding bad deeds. In other words, ethics deals with the moral norms that govern human behavior, emphasizing the importance of good deeds and p-principles.

According to Ki Hajar Dewantara in the book Indonesian Broadcasting Ethics by Gan Gan Giantika et al (2019) said the science that studies human actions, especially those related to thoughts, feelings, considerations, and goals that underlie their behavior is ethical science. In other words, ethics involves the evaluation of what is considered good and bad behavior in human action and the application of moral principles in making decisions and acting. Mufid in Gan Gan Giantika, et al (2019) referred to in Law no. 32 of 2002 is the dissemination of broadcasts through various means including broadcasting, terrestrial transmission, and satellite, by utilizing the spectrum of radio frequencies, airwaves, cables, and other media, with the aim of achieving goals. It can be interpreted as broadcasting is the delivery of messages or information to the public through various transmitting technologies, such as radio, television, or other media.

Television Broadcasting Programs

Morissan in Roby Gusnadi (2018) said broadcast media need programs to fill their airtime and will not function without the availability of programs to be aired. This can be interpreted as broadcast media as recipients of messages. It can be interpreted that broadcast media depends on programs to fill their broadcast schedules, and without these programs broadcast media will not have a clear function or cannot

provide content to the audience. Lia Kurniawati (2019) said a television broadcasting program is a system owned by television stations that plan and schedule various types of events by considering the market, segment, audience, and arranging formats according to the time and age of the audience. Thus the broadcast program is part of a system operated by a television station with programs that have predetermined plans and schedules.

Types of Television Broadcast Programs

Latief & Utud in Depi Rahmadani Ansori, et al (2021) said that broadly speaking, broadcast programs are classified into two categories, namely entertainment programs aimed at entertaining the audience and information programs aimed at increasing audience knowledge. In other words, these two types of programs meet the various needs of the audience who are looking for entertainment or who are looking for information can have a deeper understanding of various topics.

Entertainment Event Program

An entertainment program is a type of television show that provides entertainment to viewers. Aim to entertain, please or arouse the emotions of the audience. Latief & Utud in Depi Rahmadani Ansori, et al (2021) stated that entertainment programs can be grouped into two categories, namely drama programs and non-drama programs.

Drama

According to Naratama in his book "Becoming a Television Director", it is stated that drama programs are one type of television show format that is produced through a creative process by utilizing imagination from drama or fiction scripts that are engineered and recreated, with what Latief & Utud mentioned in Depi Rahmadani Ansori, et al (2021), several types of drama programs include soap operas, films, and cartoons. In other words, drama programs take basic ingredients from dramatic or fictional stories which are then reprocessed creatively in television production and types of drama programs include soap operas, films, cartoons.

a) Non Drama

According to Naratama, in his book "Becoming a Television Director", nondrama shows are one type of television show produced using a creative process to present the reality of everyday life without the need for reinterpretation, as mentioned by Latief & Utud in Depi Rahmadani Ansori, et al (2021), nondrama programs cover various categories, such as music, games, talk shows, and shows. It can be interpreted that non-drama programs on television are a type of program format that is made by creatively processing the imagination of everyday life, without requiring reinterpretation or creating imaginary worlds, some categories include; Music, Games, Talk Shows, and Shows.

b) Information Event Program

Information programs on television are types of programs designed to convey actual information, news, and information to viewers. Latief & Utud in Depi Rahmadani Ansori, et al (2021) said that program information can be broken down into two formats, namely, hard news and soft news, Hard news has several types, including Straight News, On The Spot Reporting, and On Air Interviews. Meanwhile, types of soft news include Current Affair, Magazine, Infotainment, Feature, Documentary, and Sport. Hard News (Berita Berat). It can be interpreted as hard news is a type of news that provides direct and objective reports about important and actual events that occur in the world. Hard news has types like straight news, on-site reporting, and broadcast interviews.

c) Soft News

Soft News is a type of news on stories that tend to be lighter, entertainment or news that is human interest. Covers the types of Soft news namely, current affairs, magazines, infotainment, features, documentaries, and sports.

Celeb Room Event Program Description

Based on the type of program that has been described in the theoretical study above, the type of Ruang Seleb program on Net Tv is an Infotainment type television program.

Event Program Celeb room:

- Event Name : Celeb Room
- Program : *Infotainment*
- Broadcast Schedule : Monday - Friday
- Airtime : 15.00 WIB
- Broadcast Time : 60 Minutes
- Age classification : R13+ (Teenager) there is a violation of broadcasting ethics that occurred on the program "Ruang Seleb" on Net Tv, which shows footage featuring artist Dewi Perssik giving a warning to Angga Wijaya's wife. From the contents of the recording, Dewi Perssik said, "and you don't have to glorify your man, you are still newly married. Just a day or two later, roughly later, if you are like a cave for five years, you will know the nature of his disposition. So, you don't have to, you don't have to be glorified. Your stove is getting better than that, it's better for you to think about it, thinking about strawberries tops noh, strawberries peaking gini, ha ha peaks noh. Yes, so you don't have to glorify, you don't have to. Yes, you don't have to be pretentious lu strawberry tops. Yes, you are far from the same level as the cave, so you don't have to be like that, you don't know, you have never known what it feels like to be taken money and cheated, just diem lu, don't have to follow you, you are not invited. Huh, you are not invited to the cave, you are not invited to.

The following is a discussion of violations of Broadcasting Ethics on the Ruang Seleb program on Net Tv which has been notified in writing by the Indonesian Broadcasting Commission (KPI). The initial warning letter in the Ruang Seleb event on Net Tv by KPI conveyed that in accordance with the Indonesian Broadcasting Commission Regulation Number 01/P/KPI/03/2012 concerning Article 13 of the Broadcasting Code of Conduct, broadcasters must respect the right to privacy when creating and/or airing broadcast programs, both live and indirect. In other words, broadcasters must ensure that they do not violate individual privacy in the context of the production or broadcast of television or radio programs. This includes keeping personal information, private life, and images of individuals from being disclosed or broadcast without permission or without proper ethical considerations. KPI establishes these guidelines to protect individual privacy rights in the context of broadcasting in Indonesia.

The second written reprimand on the Ruang Seleb program on Net Tv from KPI according to the Indonesian Broadcasting Commission Regulation Number 01/P/KPI/03/2012 concerning Code of Conduct Article 14 Paragraph (1), broadcasters must provide protection and empowerment to children by broadcasting broadcast programs at hours that are in accordance with the classification of their broadcast programs. In other words, Net Tv must ensure that programs aimed at children are broadcast with attention to the "Celeb Room" program and broadcast the "Celeb Room" program at the appropriate time. thus protecting and empowering children to watch age- and developmentally appropriate content. The third written reprimand on the Ruang Seleb program on Net Tv from KPI stated that according to the Indonesian Broadcasting Commission Regulation Number 01/P/KPI/03/2012 concerning the Broadcasting Code of Conduct Article 14 Paragraph (2), broadcasters must prioritize the interests of children in all stages of broadcast production.

In other words, when Net TV creates, develops, or produces broadcast programs, Net TV must always consider in all stages of production, such as content selection, story development, cast selection, and other aspects that can affect the audience. The fourth written reprimand on the Ruang Seleb program on Net Tv by KPI said that in accordance with the Indonesian Broadcasting Commission Regulation Number 01/P/KPI/03/2012 concerning the Broadcasting Code of Conduct Article 21 Paragraph (1), broadcasters must follow the rules for grouping broadcast programs according to the age and maturity level of the audience in each program. In other words, Net Tv must pay attention to and comply with the age classification and maturity level set for each type of broadcast program. Net Tv must adjust content, horror, or other categories according to predefined ratings for different viewers. The goal is to present appropriate and safe impressions for.

The fifth written reprimand on the Ruang Seleb program on Net Tv from KPI stated that according to the Indonesian Broadcasting Commission Regulation Number 02/P/KPI/03/2012 concerning Broadcast Program Standards Article 13 Paragraph (1), broadcasting programs must respect the privacy of the private life of the subject

of broadcast content. In other words, the "Celeb Room" program must not violate the personal privacy of individuals, including things such as choosing footage to be aired, disclosing confidential personal information, or doing actions that may damage the private life of individuals without proper permission or consent. This principle is important in broadcasting ethics to uphold the right to privacy and dignity of individuals in media broadcasts. The sixth written reprimand on the Ruang Seleb program on Net Tv from KPI stated that according to the Indonesian Broadcasting Commission Regulation Number 02/P/KPI/03/2012 concerning Broadcast Program Standards Article 14 letter c, personal life issues, as explained.

In other words, When there are personal life issues to be broadcast, Net Tv on the celeb Space program must treat such personal information and conflicts with care. Net TV should not encourage parties to conflicts to disclose details that harm the privacy or confidentiality of celebrities. It aims to maintain a balance between press freedom and the protection of individual privacy and to avoid defamation or invasion of privacy in broadcasts. The seventh written reprimand on the Ruang Seleb program on Net Tv from KPI states that according to the Indonesian Broadcasting Commission Regulation Number 02/P/KPI/03/2012 concerning Broadcast Program Standards Article 15 Paragraph (1) broadcasting programs must consider and maintain the interests of children and/or adolescents.

In other words, the selection of content that is appropriate for the predetermined classification age, presentation that is not harmful or harmful, and ensuring that the "Celeb Room" program does not contain material that is inappropriate or harmful to age groups. Aims to ensure that the "Celeb Room" program is not only entertaining but also educational, looking after children and youth as part of the ethical responsibility of broadcasting.

The eighth written reprimand on the Ruang Seleb program on Net Tv from KPI states that according to the Indonesian Broadcasting Commission Regulation Number 02/P/KPI/03/2012 concerning Broadcast Program Standards Article 37 Paragraph (1), broadcast programs classified as R must have content, form of presentation, and appearance that is in accordance with the psychological development of adolescents. In other words, the "Celeb Room" program classified as R (for adolescents) should be structured and presented with due regard to the understanding of adolescent psychological development. The narrative style and visual elements must also be adjusted to the level of psychological development of adolescents, so that the audience of the program "Ruang Seleb" can more easily understand and perceive the message conveyed in the program.

The ninth written reprimand on the Ruang Seleb program on Net Tv from KPI stated that according to the Indonesian Broadcasting Commission Regulation Number 02/P/KPI/03/2012 concerning Broadcast Program Standards Article 37 Paragraph (2), broadcasting programs classified as R must include elements of education and knowledge, social and cultural values, ethics, entertainment, appreciation of aesthetics, and encourage teenagers' interest in getting to know more about the surrounding environment.

In other words, the program "Ruang Seleb" on Net Tv with a classification of R (for teenagers) is needed so that the content is not only entertaining, but also instills positive values and education to teenagers. And the tenth last written reprimand on the Ruang Seleb program on Net Tv from KPI states that according to the Indonesian Broadcasting Commission Regulation Number 02/P/KPI/03/2012 concerning Broadcasting Program Standards Article 37 Paragraph (4) letter a, stipulates that line R TV shows must not present content that stimulates teenagers to consider inappropriate behavior as something normal or acceptable in their daily lives. In other words, that "Celeb Space" programs on Net Tv that have an R classification (for teenagers) must not present content that influences adolescents to learn or explore inappropriate or inappropriate behavior. In addition, the program "Celeb Room" must not portray behavior that is not commensurate as something normal or can be.

METHOD

This research applies qualitative methods with document studies as its approach. By utilizing analytical techniques to collect data in the form of text, literature studies and images. This qualitative approach research aims to explore understanding of violations of broadcasting ethics that appear in the "Ruang Seleb" program on Net Tv. Moleong in Hysa Ardiyanto, et al (2019) qualitative research often uses document studies because it is reliable as a source of information, naturalness, serves as testing evidence, and is able to provide a deeper understanding of the research subject, so it is important to consider the use of data from sources natural. In other words, documents are considered reliable and natural sources, it can be concluded that document studies are very commonly used. In this study, the author applies the "document study" method which is a research approach that involves the analysis of written documents or sources of information.

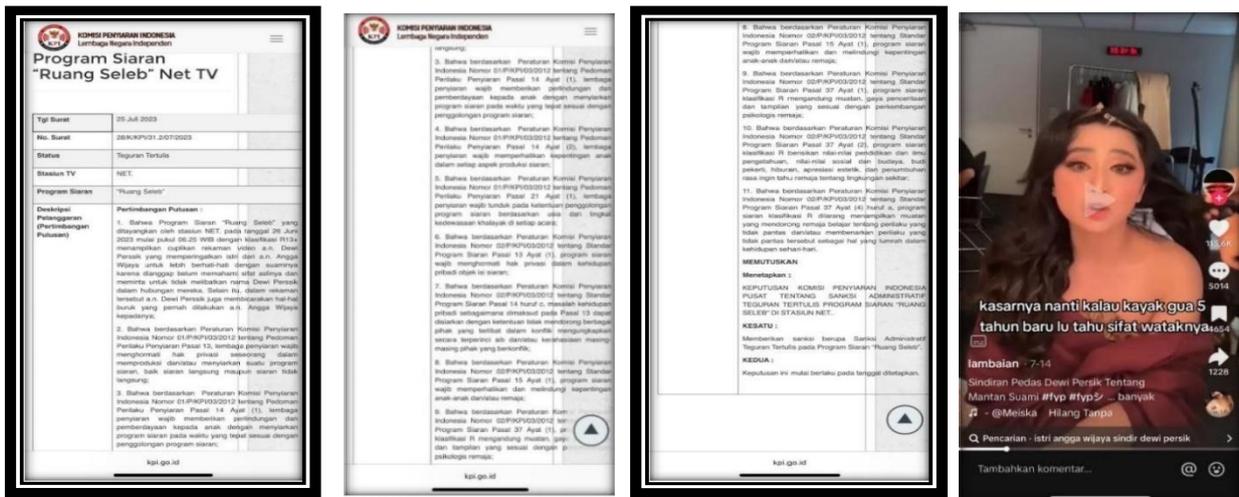
RESULT AND DISUSSION

Violation of Broadcasting Ethics in the "Celeb Room" Program on Net Tv

The "Ruang Seleb" program on Net Tv has received a written reprimand from the Indonesian Broadcasting Commission (KPI) related to broadcasting behavior and broadcast program standards. In the written reprimand, there is an aspect of the Right to Privacy as stipulated in Article 13 which states that broadcasters must respect the right to privacy of individuals in the process of producing and broadcasting broadcast programs. This shows the importance of maintaining individual privacy in the context of broadcasting. Article 14 Paragraphs (1) and (2) regarding child protection requires broadcasters to provide protection and empowerment to children by airing programs at the right time in accordance with the classification of the program. In addition, they must also consider the interests of children during the production process of the broadcast.

Article 21 Paragraph (1) confirms that broadcasters must comply with regulations that classify their broadcast programs according to the age and maturity level of the audience each broadcast. Meanwhile, Article 13 Paragraph (1) in broadcasting program standards focuses on protecting the privacy rights of broadcast content subjects in broadcasting programs. In accordance with the broadcasting program standard Article 14 letter c relating to personal life and conflict, affirms that issues of private life can be contained in broadcasts provided that they do not encourage disclosure of disgrace or invasion of privacy of parties involved in the conflict. Then Article 15 Paragraph (1) concerning the Protection of Children and Adolescents requires broadcast programs to prioritize and protect the welfare and rights of children or adolescents. Article 37 on the classification of broadcast programs establishes classification standards for class R broadcast programs, with the requirement that such programs shall conform.

Because the data or video recordings aired in the "Celeb Room" program on Net Tv are not found, it is to search based on data or videos that can be found in other media such as Tiktok. The following document or image data can be obtained through the website of the Indonesian Broadcasting Commission (KPI) and video footage images on Dewi Peach:



3 Written Reprimands (KPI)
Figure 4 Video Footage Image

CONCLUSION

The written notification by the Indonesian Broadcasting Commission (KPI) to the "Ruang Seleb" program on Net Tv contains a number of highly relevant broadcasting ethics guidelines. This includes respect for individual privacy, child protection and empowerment, age-classification assessments, and alignment of content with adolescent psychological development. Television programs on "Ruang Seleb" on Net Tv must uphold broadcasting ethics to maintain the right to privacy, safety, and positive development of its audience, especially children and

adolescents. KPIs provide important guidelines to ensure that broadcast programs adhere to predetermined principles.

REFERENCES

- Ansori, D.R., & Putri, I.P. (2021). *Analisis Produksi Program Televisi Di Tvone (Proses Produksi Program Televisi "Ayo Hidup Sehat" Di PT.Lativi Media Karya Pulo Gadung Jakarta Timur)*. *E- Proceeding of Management*, Vol.8, No.5.
- Purniati. D., Samsu., & IqbaL, A. (2022). *Pemanfaatan Media Televisi dalam Memenuhi Kebutuhan Informasi Masyarakat Desa Sungai Ruan Ilir Kabupaten Batang Hari*. *Journal of Religion and film*. Vol.1, No.1.
- Perdana, D.P., & Fararisti, R.I. (2020). *Studi Dokumen Dalam Metodologi Penelitian Kualitatif*. *Makalah*. Malang: Universitas Negeri Malang.
- Nasution, F.M., Dalimunthe, S.F., & Surif, M. (2022). *Analisis Wacana Iklan Head and Shoulders: Teori Teun A.Van Djik*. *Jurnal Sastra*, Vol.11, No.2.
- Giantika, G.G., Rahastine. M.P., & Soraya, I.2019. *Etika Penyiaran Indonesia*. Yogyakarta Graha Ilmu.
- <https://id.wikipedia.org/wiki/NET>. (unduh, 13 Oktober 2023).
- Marhaeni. Dwi Pangastuti. (2016). "Revitalisasi Komunikasi Tradisional Pada Era Globalisasi". *ISKI 1* (Oktober). Hal 59-63
- Mardikanto, T. (2009). *Sistem Penyuluhan Pertanian*. UNS Press
- Mcleod Jr, Raymond, George P Schell. (2007). *Management Information Systems (10th Edition)*. USA: Pearson Prentice Hall.
- Mulyana, Deddy. 2003. *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya
- O'Brien, James A., Marakas, George M. (2008). *Management information system*. 8th Edition. New York: McGraw Hill.
- Patminingtyas, T. U. (2020). *Kolaborasi Stakeholder Dalam Pemberdayaan Masyarakat Berbasis Komunitas Di Kampung Wolulus (Studi Kasus di RW 18, Kelurahan Turen, Kabupaten Malang)*. Malang: Universitas Muhammadiyah Malang.
- Pace, R.W. & Faules, D. F. (2010). *Komunikasi Organisasi*. PT. Remaja Rosdakarya. Bandung
- Sumber: <https://mediaindonesia.com/humaniora/412033/menteri-kkp-ingin-tambak-udang-dipasena-segera-direvitalisasi>
- Rahayu et al. 2018. *Stakeholders Mapping for Restoration of KHDTK Samboja*. *Jurnal Analisis Kebijakan Kehutanan* Vol. 15 No.2, November 2018: 127-142
- Rencana Strategis Tahun 2020-2024 Direktorat Jenderal Perikanan Budidaya. Nomor. 272/KEP-DJPB/2020 tanggal 30 Juli 2020
- Suhendra. 2010. *Dampak Revitalisasi Budidaya Udang Terhadap Pendapatan dan Resiko Usaha pada Usahatani Tambak Udang Putih*.