

The Role of Corruption Television as A Medium Construction and Cultivation Of Anti-Corruption Education In Indonesia

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Abstract

Corruption is one of extraordinary crime which needs prevention measure. According to Indonesia International Transparency (TII), Indonesia placed as four bottom ASEAN countries of most corrupted country. Indonesia placed in rank 118 of most corrupted country, whereas, Thailand ranks 88 and Filipina as 108th (Tempo, November 7, 2013). The high rates of corruption showed the needs of proper concept and solution to eradicate corruption, moreover, in Indonesia. In this modern era, the role of media, especially television, is very significant to construct society way of thinking. In fact, according to Kubey and Csikzentmihalyi, people spend more than 3.5 billion hours watching television all over the world (Storey, 1996). Therefore, Corruption Television is recommended by author as prevention strategy of corruption problems. Such as Cultivation Theory proposed by George Gebner, that emphasizes television, assumes a very strong influence of television on the formation of public perception, which creates social construction (Miller, 2002). Thus, it is appropriate to utilize mass media, especially television, to construct the understanding about anti-corruption spirit. This research is expected can adopted by public to overcome corruption cases. Qualitative descriptive is writing method used in this research with focus in concept of Corruption Television as special channel aired corruption cases in Indonesia and around the world. Therefore, Corruption Television can be used as a solution to overcome corruption in the world.

Keywords: Construction Messages, Corruption, Television, Television Corruption

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INTRODUCTION

High rate of corruption cases in Indonesia showed mental destruction of Indonesian that make Indonesia cannot take advantage of its natural resources (Gie, 2012). Weak law against corruption was often a new problem arising in the society. Weak punishment, eventually, does not give a deterrent effect to the corrupt (Runtutahu, 2012).

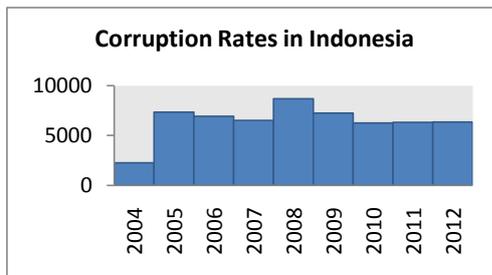


Figure1. Corruption Case Report in Indonesia in 2004-2012

Source: Corruption Eradication Commission of Indonesia (KPK) Annual Report 2012 (kpk.go.id)

The above data indicates the existence of fluctuations in the corruption case in Indonesia. Corruption can be categorized as an extraordinary crime because it is happening in all areas of life and conducted systematically (Elvandari, 2008).

Corruption cases that are popular crime nowadays, certainly, become familiar spectacle. As the most favorite media, television becomes one of public main consumption to elongate the reach of knowledge, especially to know about corruption cases in Indonesia. Although arise after printed mass media and radio, the development is very rapid and more accessed by people in the world. According to DeFleur and Dennid (in Badjuri, 2010), 98% households in United States have television set, even 50% of them have more than one television set.

Susenas 1998 and 2000 result shows the tendency of Indonesian society in listening to the radio, watching television, and reading the newspaper. On national average, listening to the radio period decreases of 62,7% (1998) to 43,3%, decreasing of watching television rate from 79,8% to 78,9%, and reading newspaper rate decreasing from 25,8% in 1998 to 17% in 2000. In other hand, a number of surveys conducted separately by different institutions during 2005 until 2006 noted the tendency of watching television has

increased by an average over 80%, whereas reading the newspaper rate becomes lower, as well as listening to radio (Badjuri, 2010).

The above data shows an increase of television consumption rate. This is because of television gives more advantages than other mass media. Even (Badjuri, 2010) said, although internet technology comes with many advantages, internet technology have not been able to shift the dominance of television. Thus, it proof that television is one of contemporary media that is able to deliver its messages to many people spread in various places synchronously.

“Approximately 14% of Indonesia’s television shows give bad affect, therefore a review of some television programs is a must”, Sembiring said after The Asia Europe Meeting Forum on Strengthening Cooperation in ICT Research and Development at the Golden Flower (Tribunnews, July 20, 2010). Minister of Communications and Information Technology, Tifatul Sembiring, was concerned with Indonesian television shows which have a small percentage of educative programs, so that, 10 from 75 television programs can damage nation’s morale.

Based on explanation above about existence of television in Indonesia, it is appropriate to deal with the phenomenon of corruption in Indonesia. Moreover, Supriandono Giri as Director of Gratuities Corruption Eradicating Commission of Indonesia (KPK) says that the number of investigators in KPK only less than 100 investigators to oversee the state apparatus, which amounts to 5.2 million (Kompas, August 29, 2013). From these statements, pointed the need for support to assist the Corruption Eradicating Commission of Indonesia (KPK) in tackling corruption. One form of support in responding to this challenge is by creating a special television channel broadcasts corruption cases in Indonesia. Corruption television is a special television channel that broadcasts a variety of corruption phenomenon in Indonesia, which is expected to be a preventive effort to overcome criminal offense, corruption, in Indonesia. Corruption television also focuses on social sanctions for corrupts. This kind of information about corrupts which is spread widely in television can give deterrent effects to criminals and those who want to engage in corruption in Indonesia.

As set forth in the Cultivation Theory proposed by George Gebner which assumes television as a dominant power in this modern era. This theory emphasizes the strong influence of television on the formation of public perception, which creates social construction (Miller, 2002). Thus, it is appropriate to utilize the mass media, especially television to construct the understanding about anti-corruption spirit in Indonesia.

Based on the problems above, researchers initiated Corruption television as Construction Media and Anti-Corruption Public Education to prevent corruption. In this research, researchers used a qualitative descriptive method. Based on the research proposed by (Rahmat, 2001) research using qualitative methods is able to explain the phenomenon or phenomena completely and thoroughly than the quantitative methods which use a particular instrument and processed statistically. But in its development, the data is numeric and mathematically processing cannot explain the truth conclusively.

RESEARCH METHODOLOGY

In an effort to understand the opportunity of Corruption television as Construction Media and Anti-Corruption Public Education to prevent corruption, this research uses qualitative approach. The research uses qualitative approach, as researches tries to explain the phenomenon deeply (Kriyantono, 2012). It was conducted by in-depth interview with selected compatible speakers such as academics and anti-corruption practitioners to obtain complete data in disclose perceptions about opportunity of Corruption television as a Construction Media and Anti-Corruption Public Education to prevent corruption.

Some issues limitations taken in conducting this research are as follows:

- Corruption television concept in this research is the creation of a special television channel that broadcasts anti-corruption education programs and news about corruption.
- Corruption television assumed as construction media and anti-corruption public education to prevent corruption.

RESEARCH RESULTS AND DISCUSSION

1. Corruption Phenomenon in Indonesia

According to Ashforth & Anand (Palmer-Maher, 2006) corruption is a crime that involves continuous coordination among the various agencies. This definition indicates corruption as a crime that is usually done by the elite political parties, officials, and so forth. As a systemic crime, corruption harms countries financial. In Indonesia, corruption is a familiar phenomenon. Moreover, because of many cases conducted, corruption be known as its own culture. As a multi-dimensional problem that affects all aspects of life, corruption needs particular concern. Anti-corruption spirit becomes urgent to be applied as a preventative measure to be up against corruption. Based on Anti-Corruption Behavior Index (IPAK) Indonesia has 3.63 points in 2013 (bps.go.id). Curative measures had to be applied to punish the corrupt with imprisonment, fines, and social sanctions, but preventive measures also ought to be implemented to reduce the number of corruption.

Corruption in Indonesia is not a new phenomenon in Indonesia. Corruption appears in media published news almost every day. Neither printed media, electronic media, nor online media, corruption becomes important additional information in media content. However, the most important is whether the media coverage has been able to instil cognitive aspect about understanding of anti-corruption or just usual news that eventually adds society understanding and desire to commit corruption.

According to Indonesia International Transparency (TII), Indonesia placed as four bottom ASEAN countries of most corrupted country. Indonesia placed in rank 118 of most corrupted country, whereas, Thailand ranks 88 and Filipina as 108th (Tempo, November 7, 2013). The high rates of corruption showed the needs for proper concept and solution to eradicate corruption, moreover, in Indonesia.

Although various attempts have been made to tackle corruption, corruption is still commonly found in Indonesia. One of its attempts is the established of Indonesia Corruption Eradication Commission (KPK) as an institution to handle corruption cases in Indonesia. But, in fact, KPK has not been able to resolve corruption problems in Indonesia.

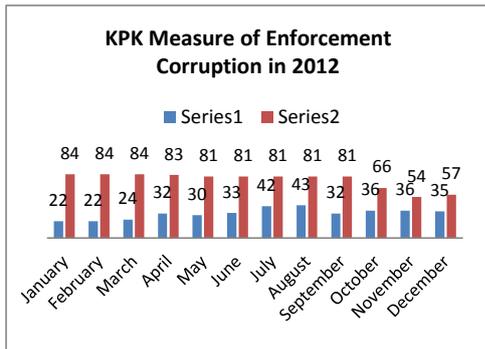


Figure2. KPK Measure of Enforcement in 2012
 Source: Corruption Eradicating Commission of Indonesia (KPK) Annual Report in 2012 (kpk.go.id)

The above data shows the lack of investigators at Corruption Eradicating Commission of Indonesia (KPK) to overcome corruption cases in Indonesia. Moreover, Supriandono Giri as Director of Gratuities Corruption Eradicating Commission of Indonesia (KPK) says that the number of investigators in KPK only less than 100 investigators to oversee the state apparatus, which amounts to 5.2 million (Kompas, August 29, 2013). Therefore, pointed the need for support to assist KPK in tackling corruption.

2. Effectiveness and Implementation of Corruption television in Anti-Corruption Public Education.

The phenomenon of corruption in Indonesia, and the correlated with big influence of television in constructing its audiences' way of thinking, is appropriate to create a special television channel that broadcasts about corruption. Corruption television will be anti-corruption education media to prevent corruption. Furthermore, this channel can be morale sanction for the corrupts in Indonesia.

Examples of programs offered in this research are as follows:

Table 1. Programs in Corruption television

Type of Program	Description
Religious Message	Religious Message is a program contains religious advices, Islam, Christianity, Catholicism, Hinduism, Buddhism, and Confucianism, which

	aired regularly every morning. But focus on the discussion about the using of rights without depriving other people's rights. This program shows an innovative corruption prevention uses religious approach.
Noble Children's Story	Noble Children's Story is a program created to introduce morale value about honesty focused in content for children. This program aims to instill anti-corruption value using children approach.
Corruption News	This program contains newest event/just happened with high idealism and interdependence (morning news, afternoon, night, plus, Breaking News program for unexpected important events). Content of this news is <i>Hard News</i> about newest corruption cases.
Smart Community	This communities coverage broadcasts about communities, the activities, and morale value from the activities as anti-corruption measure.
Ideals' Story	Ideals' Story has specific segmentation, that is children, and aims to stimulate children to formulate their future by inserting anti-corruption values.
<i>Cor-Tube</i>	Special program which is presented part of video from various source about something that inspired and educative trick which is opposing corruption.
<i>Cor-Movie</i>	This program is especially presented movie which is adopted movie concept that favored by society, but it's still focused to handling corruption.

Source: Research Ideas Result

Table above shows programs in Corruption television is not different from other television programs. By adopting television programs aired by other channels that have been favourite by society, this new programs will easier to be

accepted despite contains of anti-corruption spirit construction background.

CONCLUSION

Corruption is one of extraordinary crime that needs prevention and eradication measures. Corruption phenomenon in Indonesia needs intensive eradication as measure to overcome it. The fact, implemented solutions from government do not effective enough to eradicate it. In other hand, media, which expected can give big influence, does not give its educative function to prevent corruption. Even in SBY-Boediono government establish prevention and eradication of corruption became main focus as national priority in addition to two other major programs, such as accelerating national development and open government or transparency in government. International society support the anti-corruption programs by proclaiming corporate governance program by International Finance Corporation as a derivative of world bank program (*world bank*, 2012).

Thus, various measures have been conducted but Indonesia still qualifies as one of the most corrupt country in the world. Therefore, there must be new solution to eradicate this problem. Corruption television as Construction Media and Anti-Corruption Public Education is a concept used as an alternative to optimize the solutions that have been available.

To overcome this problem, researcher has innovative idea to create anti-corruption based television to instill anti-corruption education and to eradicate corruption. Moreover, the results of interviews that researcher got shows that Corruption television has an important role in tackling corruption, adopted in Indonesia and in the world.

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