

# The Power of Media Effect: Construction Television as Media for Anti-Corruption Education in Indonesia

*Dhinar Aji Pratomo*<sup>1\*</sup>

*Rachmat Kriyantono*<sup>1</sup>

## Abstract

Corruption is one of extraordinary crimes which needs a preventive measure. According to Indonesia International Transparency (TII), Indonesia is placed as four bottom ASEAN countries of most corrupted countries. Moreover, Indonesia is placed 118<sup>th</sup> in the rank of the most corrupted countries (Nawangwulan, 2013). The high rates of corruption showed the needs of proper concept and solution to eradicate corruption in Indonesia. Television is considered a very significant to construct society's way of thinking. Therefore, Corruption Television is recommended as prevention strategy of corruption problems. Cultivation Theory proposed by George Gebner, was applied as the research concept. Thus, it is appropriate to utilize television, to construct the understanding about anti-corruption spirit. The approach of this research is constructivist with qualitative methodology. Qualitative research is used to know and reveal the general idea of how television can construct an anti-corruption messages to the audience. Data collection by using in-depth interviews and documentation. Informants are determined by using purposive technique, that is academics and practitioners that focuses on anti-corruption and mass media study. This research result is expected to be adopted as a solution to overcome corruption cases in Indonesia and other places in the world. In addition, the strength construction of television can be used as a medium to distribute anti-corruption values.

**Keywords:** Messages construction, Corruption, Corruption television, Anti-corruption education, Media effect

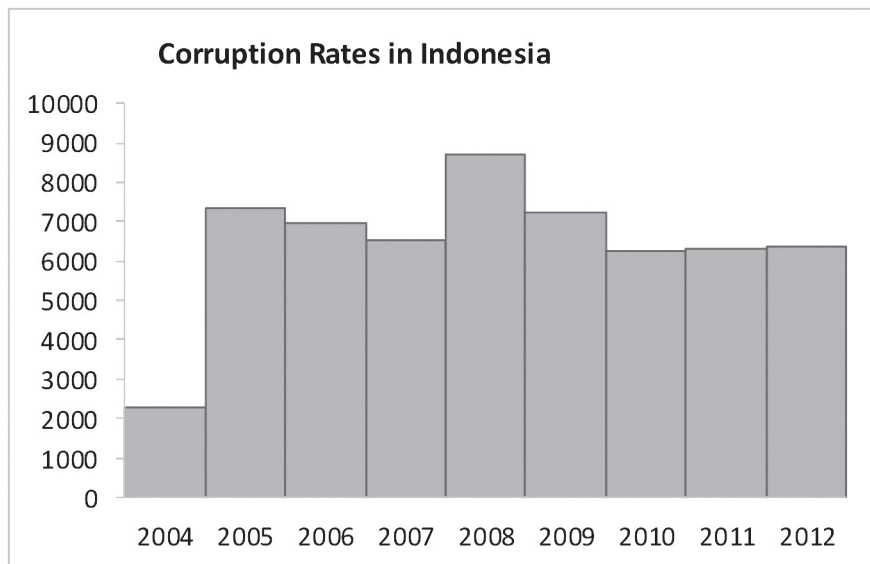
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<sup>1</sup> Department of Communication Science, Faculty of Social and Political Science, Brawijaya University, Indonesia

\*Corresponding author: [d\\_ajip@yahoo.co.id](mailto:d_ajip@yahoo.co.id)

## 1. 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 corrupters (Runtutahu, 2012).



**Figure 1.** Corruption Case Report in Indonesia in 2004-2012

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 reach knowledge and information, especially about corruption cases in Indonesia. Although arising after printed media and radio, the television is

developed rapidly and more accessed by people throughout the world. According to DeFleur and Dennid (Badjuri, 2010), 98% of households in United States have television set, even 50% of them have more than one television set.

The studies of Susenas in 1998 and 2000 (Widya, 2013) showed the tendency of Indonesian society in listening to the radio, watching television, and reading the newspaper. On national average, listening to the radio period decreased from 62, 7% in 1998 to 43, 3% in 2000, watching television rate decreased from 79, 8% in 1998 to 78,9% in 2000, and reading newspaper rate decreased from 25, 8% in 1998 to 17% in 2000. On other hand, a number of surveys conducted separately by different institutions during 2005 until 2006 noted that the tendency of watching television has increased by an average over 80%. Whereas, reading the newspaper rate becomes lower, so does listening to radio (Badjuri, 2010).

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

“Approximately 14% of Indonesia’s television shows give bad effects on audiences, 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 (Guna, 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 out of 75 television programs can damage nation’s morale.

Based on explanation above about existence of television in Indonesia, it can be an appropriate tool to deal with the phenomenon of corruption in Indonesia. Moreover, Supriandono Giri, the Director of Gratuities Corruption Eradication Commission of Indonesia/ Komisi Pemberantasan Korupsi (KPK), says that the inadequate number of investigators in KPK causes gaps for over-seeing the state functions (less than 100 investigators for 5.2 million of state

apparatuses (Prabowo, 2013). This information pointed the need to support the Corruption Eradication Commission of Indonesia/ Komisi Pemberantasan Korupsi (KPK) in tackling corruption. One form of support in response to this challenge is to create a special television channel that broadcasts corruption cases in Indonesia. Corruption television is a special television channel that broadcasts a variety of corruption phenomena 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 corrupters. This kind of information spread widely on television can give deterrent effects on criminals and those who want to engage in corruptions in Indonesia.

As set forth in the Cultivation Theory proposed by George Gebner, television is assumed 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 mentioned above, researchers initiated Corruption television as Construction Media and Anti-Corruption Public Education to prevent corruption. In this study, researchers used a qualitative method. Since the research proposed by Jalaludin Rachmat showed that qualitative methods is able to better explain the phenomena completely and thoroughly than the quantitative methods which uses a particular instrument and processed statistically (Rakhmat, 2001). Moreover, in its development, the numeric data which are mathematically processed cannot explain the truth conclusively.

## 2. Materials and Methods

In an effort to understand opportunity of Corruption television as Construction Media and Anti-Corruption Public Education to prevent corruption, this research uses qualitative approach to explain the phenomenon deeply (Kriyantono, 2012). This research was conducted by using in-depth interview with

selected compatible speakers to obtain complete data about opportunity of Corruption television as Construction Media and Anti-Corruption Public Education to prevent corruption. Researcher interviewed several informants who have been determined, including:

Dr Antoni, Lecturer of Communication Sciences and the Observer of Corruption.

Musawir, Coordinator of Public Education and Campaign of Malang Corruption Watch.

This research chooses the informants by using purposive sampling methods. Purposive sampling Penelitian ini mengambil informan dengan metode purposive sampling. Purposive sampling includes people who have been selected based on certain criteria made by researcher based on the researched goals (Kriyantono, 2012). Criteria in selecting informants, including informants are those who involved directly and those who know theoretically about the anti-corruption education.

### **3. Results and Discussion**

#### **3.1 Corruption Phenomenon in Indonesia**

According to Ashforth & Anand corruption is a crime that involves continuous coordination among the various agencies (Palmer and Michael, 2006). 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 country financial security. In Indonesia, corruption is a familiar phenomenon. Moreover, because of many cases conducted, corruption is known as its own culture. As a multi-dimensional problem that affects all aspects of life, corruption needs particular concerns. Anti-corruption spirit becomes urgent to be applied as a preventative measure to be up against corruption. Curative measures have to be applied to punish the corrupters with imprisonment, fines, and social sanctions. Moreover, preventive measures are also in need to be implemented to reduce the number of corruptions.

Corruption is not a new phenomenon in Indonesia. It appears as published news on media almost every day. Even in printed media, electronic media, or online media, corruption becomes important additional information in media content. However, the most important question is that whether the media coverage has been able to instil cognitive aspect about understanding of anti-corruption or just usual news that eventually adds society 's understanding and desire to commit corruption.

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

### **3.2 Effectiveness Television for Anti-Corruption Public Education**

The phenomenon of corruption in Indonesia, and a big influence of television in constructing its audiences' way of thinking; inspire to create a special television channel known as Corruption television that broadcasts about corruption. Corruption television will be anti-corruption education media to prevent corruption. Furthermore, this channel can be morale sanction for the corrupters in Indonesia. According to Effendy (2005, p. 41) television media have a higher appeal as electronic media, compared with radio that only can be heard (auditory), while television has a visual element or a moving image (moving picture) so that everything looks as if "live" and the audience feels like involved in it. In the development, in addition to providing information, television also broadcast entertainment events that may affect attitudes, views, perceptions, and feelings of those who watch it.

Television media as one of the pioneers in the dissemination of information by using the satellite, is now a rapidly growing information and also the advent of globalization of information technology everywhere it can be seen through the broadcast networks television that carries a huge impact, both in the social,

cultural, economic, and politics field. Media television is essentially a movie or a movie picture in the home, which makes the viewers do not need to leave home to watch it. It is one of the advantages of television and other advantages are presented in the audiovisual form, in other words, that is a blend of radio and film. It became a strong attraction of television, in addition to having the element of words, sound effects, music, such as radio, television also has a visual element that is an “life” image that can inflict a deep impression on the viewer as if the audience were on the scene that was broadcast by the transmitter (Effendy, 2005, p. 177).

The strength construction of television, can certainly be used as a medium of anti-corruption education in Indonesia. Dr. Antoni said that one way to tackle corruption in Indonesia is to harness the power of television. In addition, the use of the television as a medium of anti-corruption education is supported by Musawir as the Coordinator of the Division of Public Education and Campaign of Malang Corruption Watch. Musawir explains the existence of anti-corruption education through the television media can be the prevention and providing positive stimulus especially in children.

#### 4. Conclusion

Corruption is one of extraordinary crime that needs prevention and eradication measures. Corruption phenomenon in Indonesia needs intensive eradication as a measure to overcome it. The fact, implemented solutions from government were not effective enough to eradicate it. On the other hand, media, which are expected can give a big influence, do not give its educative function to prevent corruption. Even in the SBY-Boediono government establishes a prevention and eradication of corruption became main focus as the national priority in addition to two other major programs of accelerating national development and opening government for transparency. Though, various measures have been conducted, Indonesia still qualifies as one of the most corrupt country in the world. Therefore, there must be new solution to eradicate this problem.

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