



UNIVERSITAS ISLAM INDONESIA
FAKULTAS PSIKOLOGI DAN ILMU SOSIAL BUDAYA
PROGRAM STUDI: ILMU KOMUNIKASI

KONSENTRASI: JURNALISTIK, PUBLIC RELATIONS, MANAJEMEN MEDIA, BROADCASTING
Kampus Terpadu Universitas Islam Indonesia; Jl. Kaliurang Km. 14,5 Yogyakarta 55584
Telp. (0274) 7483050; Fax 898444 Psw. 3267 <http://www.uii.ac.id>; email: komunikasiuui@yahoo.co.id
Website: www.communication.uii.ac.id

Jurnal Komunikasi

Volume 2, Nomor 1, Oktober 2007

Dinamika Pengaturan Tayangan Televisi Indonesia

*Gunawan Witjaksana*¹
(halaman 211-220)

Abstract

Television has deep impact to the audience, moreover the audience is in the powerless conditions. Indonesia is the real example, that the audience is in the powerless/impoverishing conditions, on the contrary the television is so powerful. This condition has to be changed, until reach ballance position when the television considers public interest, producing the good quality programs, public appreciates the programs because of the quality and their need, rating of the programs reach high level, and the advertisers interest to these programs. The goverment dan Indonesian Broadcast Commission (Komisi Penyiaran Indonesia) must work hard together to realise it.

Keywords

KPI, rating, broadcast regulation, viewer society, television power

Penerbit:
Prodi Ilmu Komunikasi
Fakultas Psikologi dan Ilmu Sosial Budaya
Universitas Islam Indonesia

¹ Staf Pengajar Sekolah Tinggi Ilmu Komunikasi Semarang.

