

Commodification of Labor And Structuration On Local Public Broadcasters ‘Swara Kendal’

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Abstract—Labor issues are a sensitive issue because they involve the lives of workers. The problem is the large number of labor force, uneven distribution, limited employment opportunities, low wages, slow employment growth, small social security, low welfare, termination of employment (PHK), unemployment, outsourced systems are problems to many industries, including the media industry. Competition between companies results in businesses that are effective in managing labor to get the maximum profit. This study describes about regulating the commodification of labors in local public broadcasters (LPPL) Swara Kendal, mass media owned by regional government. This study uses a critical paradigm with qualitative approach and case studies method. The study reveals commodification of labor on LPPL Swara Kendal occurs through absolute exploitation and relatively comparable exploitation, low wages, double duties, and adaptation obligations. Commodification of labor involve the process; Mistification, Reification, and Naturalization. Then the structure duality model to understand the relationship between structure and agent. The practice of structuration on LPPL Swara Kendal occurs between the Regional Government (structure) with the Directors of LPPL Swara Kendal (agent), and between the Directors of LPPL Swara Kendal (structure) with Labor (agent), strusturation between the structure and the agent raises the interplay.

Keywords—*commodification; structuration; labor; local public broadcaster*

I. INTRODUCTION

Labor issues are a sensitive issue in the industrial world, because they concern the lives of Indonesian workers and their families. Labor and industry relations are widely referred to as industrial relations. Labor and industrial relations look like mutualism symbiosis. Industry needs labor to run its business, and workers need industry to get wages to meet their economic needs.

Labor problems in Indonesia include 1) A large workforce, 2) Uneven distribution, 3) Limited employment opportunities, 4) Low wages, 5) Slow employment growth, 6) Small social security, 7) Welfare low life, 8) Termination of employment (layoffs), 9) Unemployment, 10) Outsourcing system. These problems are often voiced at the moment of the commemoration of international labor day which is set on May 1 of each year.

The problem of labor is not only limited to certain industries, the media industry also experiences the same labor problems. The mass media as a commercial institution is considered as a unit that organizes the production and distribution of messages to consumers. Media is managed according to its role and function for commercial benefits [1]

The birth of Law No. 32 of 2002 concerning broadcasting has brought about changes in the broadcast media structure in Indonesia. Article 13 paragraph (2) divides broadcasting institutions into 4 types, namely: 1) from public broadcasting institutions (LPP); 2) private broadcasting institutions (LPS); 3) community broadcasting institutions (LPK); and 4) subscription broadcasting institutions (LPB). One of the broadcasters that seems to be well established is LPP. This is due to funding support from the government, both at the regional government level to the central government, so that LPP appears to have not experienced financial difficulties to carry out the broadcasting process.

LPP can be formed in areas where there is no Radio Republik Indonesia (RRI) and Televisi Republik Indonesia (TVRI), which is then referred to as a local public broadcaster (LPPL). LPPL in Government Regulation Number 11 year 2005 concerning Public Broadcasting Institutions. Article 1 paragraph (3) is defined as; "Local Public Broadcasting Institutions are broadcasting institutions in the form of legal entities established by the regional government, conducting radio broadcasting or television broadcasting activities, are independent, neutral, non-commercial, and function to provide services for the benefit of people whose broadcasts are networked with RRI and TVRI.

Media industry competition is increasing, not only for private broadcasters (LPS). However, it also applies to public broadcasters (LPP). LPP is required to survive in the midst of the broadcast media industry competition. The way of the media industry is inseparable from the elements of the owners of capital and labor. Capital owners as parties who provide funding to the company. While the workforce is the party that runs the production and distribution process in the company. In the middle of competition in the world of work, the labors strives to meet the demands of the occupation. Although sometimes what is done is more

than the main task of the job. Such conditions cannot be avoided by workers.

According to Pratopo (2017) [2], the mass media competition which is getting tighter and the support of technology is fast-paced, resulting in greater demands for journalists in carrying out their duties. The increasingly large demands lead to the interests of capital owners to pursue profits. In this condition, there is a commodification of media workers or journalists, who place them as means of production in order to maximize profits (multiplication of capital).

Swara Kendal Radio is owned by the Kendal Regency Government. LPPL Swara Kendal was established, as one of the effects of the enactment of Law 32/2002 and PP 11 year 2005, the government tried to provide opportunities for Regional Government Broadcast Radio (RSPD) or Regional Government Special Radio (RKPD) to adjust to the Broadcasting Law, and can run function and strategic role well. As a government radio, every year LPPL Swara Kendal receives funds from regional income and expenditure budget (APBD) Kendal district. Then the management involves the public as a form of responsibility to the public.

The APBD funds obtained by LPPL Swara Kendal are only intended for; 1) Organizing activities (broadcasting operations), 2) Supporting activities (supervisory board fees), 3) Development activities (worker workshops, etc.). While, wage for LPPL Swara Kendal labor is not covered by APBD funds. Thus, the board of directors must find other funds outside the APBD funds to provide wages to non-PNS fulltime workers, by seeking income through advertising.

Income increment through uncertain advertising affects the financial condition of LPPL Swara Kendal. This financial condition affects the wage system to workers. The manager carries out financial efficiency by utilizing the potential, skills, and manpower from the labors. This utilization is not matched by the provision of adequate wages and benefits.

(Sudarsono, 2018) [4], argues that the commodification of workers is very likely to occur because individuals are considered to have potential that can be utilized. Utilizing their energy and mind optimally by constructing their thoughts about how to please them, if they work in a mass media industry, even with inadequate wages.

This study tries to explain how the media industry practices in the political economy perspective of media. Previous research, only discussed about private media, while this research raised cases in media owned by the government. Based on this background, there are several problem formulas. How is the commodification practice carried out by LPPL Swara Kendal? How is the practice of structuring LPPL Swara Kendal in policy making?

1.1 Commodification of Labor

According to (Mosco, 2009) [3], commodification is a process used to generate profits, or is easy to use to change the use (value used) into exchange rates (exchange rates). Commodification is divided into 3: 1) Commodification of Contents, 2) Commodification of Audience / Audience, 3) Commodification of Workers.

Commodification is a process of changing messages from a set of data into a meaning system in the form of marketable products. Then, commodification is used by media consumers and consumers from media that are not media production media and then submit them to advertisers. Whereas worker information is a process that is needed and optimal for processing tasks. Workers are powerless to refuse from the company, because of social problems that speak of workers. Workers need to learn from the company to meet their daily needs.

The processes that occur everywhere buy labor (the means of production) and the means of production (the means of production) to produce more value (more value) that can be used to add money. During the development of capital, there is a process of exploitation (exploitative process). Labor commodities make a very efficient process (relative working hours) and relative (intensification of work processes) which increases exchange rates for capitalists [3]

Mosco stated, in Marx's view, commodities objectify the exploitation of social relations, "by presenting them in a frozen form that makes them look natural". This value then obscures the ability to understand labor as a unit between conception and execution, the realization of the work process, various stratifications of work relations between class, gender, national and spatial dimensions.

1.2 Structuration

Structuring is the most prominent concept developed in the work of sociologist Anthony Giddens. Structure according to (Palm, 2002) [5] is the duality of the relationship between agent (actor) and structure. Structure is understood as rules and resources that are formed and forms a repetition of social practices and producing social structures.

Structure can be in the form of rules, norms, communication networks and institutions that can influence and be influenced by social actions. Structure gives rules and direction to individuals for their actions. But these actions can eventually form new rules and reproduce existing structures [5]. Agencies are fundamental social conceptions that refer to individuals as social actors whose behavior is based on their social relations matrix and position, including class, race, and gender.

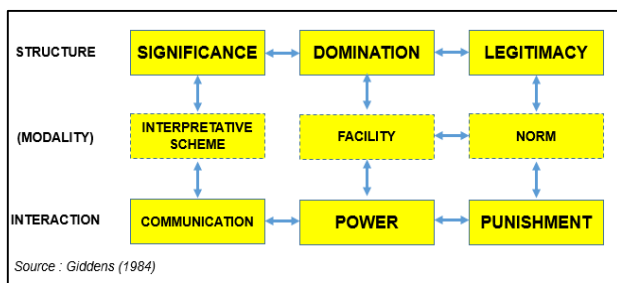


Fig. 1. Chart of Dimensions of Structure Duality

An important focus of structural theory is the relationship between agency and structure, which is to explain the duality and dialectical relationship between agency and structure. That between agencies and structures cannot be understood as separate from each other, they are two sides of the same coin. All social actions involve structures, and all structures involve social action. Agencies and structures are intertwined in activities or practices that are continuously carried out by humans. According to Giddens, activities "are not carried out by social actors but are continually re-created through means that they use to express themselves as actors. Inside and through their activities, agents produce a number of conditions that allow this activity.[6]

According to (Barker, 2011) [6] structuring contains three dimensions, namely as follows: First, understanding (interpretation / understanding), which states the way the agent understands something. Second, the right morality or direction, which is to state the way in which something should be done. Third, the power to act, that is to say the way the agent achieves a desire.

II. LITERATURE REVIEW

2.1 Commodification of Labor in LPPL Swara Kendal

Commodification is the process of transforming use values into exchange rates [4]. Commodification occurs through a production process where the media authorities buy commodities of labor power and the means of production to produce surplus value. In the case of Swara Kendal LPPL, this commodification was carried out due to financial conditions and the limited workforce they owned. Regardless of the reason for the practice of commodification, the media authorities carry out the process of exploiting workers to produce more results.

LPPL Swara Kendal has a labor consisting of two types; 1) *Fulltime* with civil servant and non-PNS workforce status, consisting of office operational staff, and broadcasters, 2) *Parttime*, consisting of freelance broadcasters, and youth publishers. Fulltime labor have an obligation to enter the office in accordance with office hours. Meanwhile, parttime workforce is only burdened to do work according to the schedule determined by the office

2.1.1 Additional Working Hours

Absolute exploitation (addition of working hours) to fulltime LPPL Swara Kendal workers, both civil servant and non-PNS workers are carried out by utilizing hobby factors and the pleasure of workers to carry out additional tasks outside office hours. In practice, Swara Kendal LPPL workers work on average over 8 hours a day. This condition is contrary to the provisions regarding working time stipulated in Article 77 and Article 78 of Law Number 13 of 2003 year concerning Employment, which regulates working hours 8 hours a day or 40 hours a week. Media workers are not included in the excluded sector as stipulated in Article 77 paragraph (3) and paragraph (4).

2.1.2 Low Wage

Swara Kendal LPPL workers who are non-PNS fulltime workers get wages that are still below the Kendal Regency's Regional Minimum Wage of Rp. 1,929,458, -. Whereas for part-time workers who are given the task to become freelance broadcasters are only paid Rp. 5,500,- per hour of broadcast. Then fulltime workers both civil servants and non-civil servants who work outside of working hours by being broadcasters are also paid the same as parttime broadcasters for Rp. 5,500,- per hour of broadcast. Whereas the workforce part of the time in the form of teenage broadcasters only gets Rp. 150,000,- every month. For the welfare of workers, fulltime LPPL Swara Kendal workers only receive health benefits through workers in the BPJS Health program. This is very different from the factory workers in Kendal regency who receive a wage of at least as much as the UMR Regency's UMR of Rp. Rp. 1,929,458, - plus health benefits through BPJS Health, employment benefits through the Employment BPJS, and other benefit.

2.1.3 Double Duty

Relative exploitation (intensification of the labor process) against LPPL workers SWara Kendal is carried out by giving a double burden. Fulltime LPPL Swara Kendal workers Journalists are given additional duties outside the main tasks listed in the employee appointment decision letter. For example; marketing managers, production managers, news managers who carry out tasks and become radio broadcasters, voice actors in the production of advertisements or other broadcast productions, then news managers who carry out tasks in news search, news making, news publications, and radio broadcasters. Finally, the teenage broadcaster owned by LPPL Swara Kendal in addition to carrying out his duties as a broadcaster, was also used to attract teenagers.

2.1.4 Adaptation Obligations

LPPL Swara Kendal not only changes its organization and work patterns, but also changes its employees to be able to do other jobs and tasks, apart from the main tasks written in the employee appointment decree. In addition, LPPL Swara Kendal workers are required to be able to adapt quickly to respond to company conditions related to the production of broadcast programs, to the company's financial condition.

2.2 Mistification, Reification and Naturalization

According to Marx, there are dimensions which show that a worker has been commodified, including; exploitation, reification, alienation, mystification, and naturalization [9]. In the case of LPPL Swara Kendal, LPPL workers Swara Kendal experienced a process of exploitation, mystification,

The exploitation that occurred to LPPL workers Swara Kendal made them focus on the work that had to be completed, both inside and outside office hours. In the process of mystification, it is carried out through the development of meanings identified with the cool and energetic status of media workers. This process is carried out by labeling through uniforms used especially during off-air activities outside the studio or other activities.

Reification occurs through the meaning of media workers as a profession that is different from other workers. Media workers feel as intellectual and creative workers. The title '*radio announcer*' for media workers who work in radio companies by the public makes it appear that the radio only has workers who are called broadcasters. The meaning makes the media worker workers put aside their position as a worker who gets a salary from the company, the same as the other workers [7]

Naturalization runs because of the needs of workers in meeting their economic needs. Workers have little choice to look for other jobs outside of work at LPPL Swara Kendal. Economic factors, the convenience of workplaces, flexibility of workplaces, and hobbies/pleasures are factors supporting the occurrence of naturalization experienced by LPPL Swara Kendal labor, pawning what was done and experienced while working as a LPPL Swara Kendal worker into something normal and reasonable.

2.3 Structuration on LPPL Swara Kendal

The practice of ructuration in LPPL Swara Kendal, is explained in the following chart :

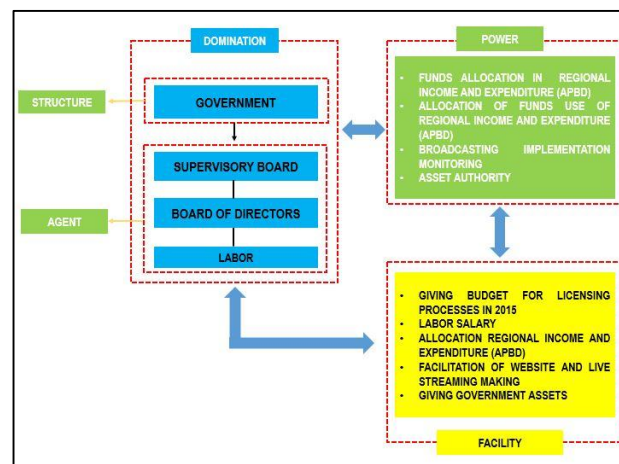


Fig. 2. Structuration Practice 1

Fig. 2. The practice of structuration 1, shows the position of structural duality. The Regional Government in its position as the dominant party, has the modality in the form of facilities, and interacts with the power it possesses. Local governments become the dominant structure of agents (directors and labor of LPPL Swara Kendal). Through the provision of facilities to Swara Kendal LPPL in the form of; budgeting for the licensing process in 2015, labor wages, allocation of funds in the APBD, facilitation in website making and streaming broadcast channel, granting government assets. These facilities become factors that influence how the structure of the interaction with agents in the form of power. Structure power in the form of; Determination of the allocation of funds in the APBD, the determination of the allocation of the use of APBD funds, monitoring the implementation of broadcasting, control of LPPL Swara Kendal assets. The relationship between structure and agent undergoes an interplay process in several ways, for example: determination of broadcast content, use of funds sourced from advertising revenue, determination of the amount of labor wages.

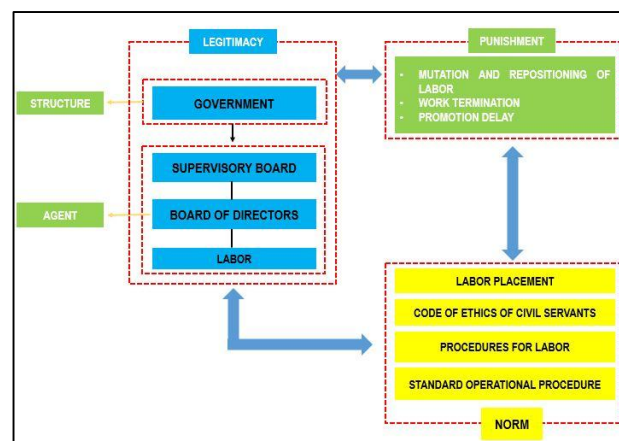


Fig. 3. Structuration Practice 2

Chart 2 shows the position of the duality of the structure in its position as a party that has legitimacy, has a modality

in the form of norms or rules, and interacts using sanctions against violations of norms. In the structuring practice 2, there is an interplay between the structure and the agent. For example; making the order of LPPL workers Swara Kendal determining the job description, determining the broadcast schedule. The practice of structuring in the aspect of legitimacy is seen in the determination of the board of directors carried out by the Regional Government through the Kendal Communication and Informatics Office. The placement of PNS employees into the board of directors is the authority of the government. The agent does not have access to determine the people who will occupy positions in the board of directors. In this context, the structure is more dominant towards agents.

Another structuration occurs between the board of directors and workers, as shown below:

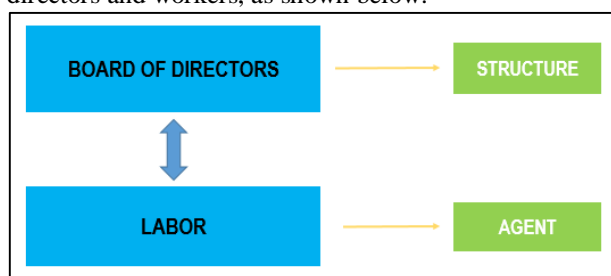


Fig. 3. Structuration Practice 3

The chart shows interplay as a result of the structuring process between the board of directors and workers. For example, at the Swara Kendal LPPL general meeting. Because of the limited budget and uncertain advertising revenue, sometimes there must be a deduction of wages received by workers. In this condition there are negotiations carried out by workers against the board of directors and the supervisory board. This negotiation resulted in wage deduction only for the board of directors. The results of the wage deduction are to cover the need to pay wages to other workers. The board of directors realizes that the duties of the workers are heavier than the tasks they carry out.

III. CONCLUSION

Commodification of the workforce in LPPL Swara Kendal occurs through absolute exploitation and relative exploitation in the form of additional working hours, low wages, giving multiple tasks, the obligation to adapt to the environment quickly.

Commodification of labor involves the process; Mistification, Reification, and Naturalization. Mistification is carried out through the development of meanings identified with the cool and energetic status of media workers. Then reification is done through the meaning of media workers as a different profession from other workers. Media workers feel as intellectual and creative workers. The title 'radio announcer' for media workers who work in radio companies by the public makes it appear that the radio only has workers who are called broadcasters.

While naturalization occurs because of economic pressure. So that every job demand becomes something that is normal and reasonable to do even outside the main task. The comfort of the workplace, the flexibility of the place to work, and the hobby / pleasure are the supporting factors for the occurrence of naturalization.

The structure duality model is used to understand the relationship between structure and agent. The practice of structuring the Swara Kendal LPPL occurs between the Regional Government (Structure) of the Directors of LPPL Swara Kendal and the Staff / Workers of the Swara Radio Kendal (Agents). In the case of Swara Kendal LPPL the structure is sometimes more dominant than the agent, sometimes there is also an interplay between the structure and the agent (interplay).

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