

Technology and Online Media Conglomeration

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Abstract— The development of time is also followed by technological developments. The development of technology has brought changes in the realm of the media business in Indonesia. History has shown that the presence of technology today has made the media trend change from print media to online media. Print media in the term to survive must change by following the development of technology nowadays. This phenomenon is also accompanied by the emergence of media conglomeration, where media is used to seek profit and fulfil the interests of the owner. This media conglomeration has started from the print media era and continues to the current online media trend. Media conglomeration shows the abuse of power, because mass media supposed to be served public interest not some certain owner. This paper examine media conglomeration phenomenon in Indonesia in line with technology and online media industry. This research was conducted using descriptive qualitative methods, where data was obtained through literature studies and observations. The results of the study show that online media currently controlled by several parties, which also controls the media in other forms of platforms, ranging from print media, radio, television, and also communication infrastructure.

Keywords: *media conglomeration, online media, technology*

I. INTRODUCTION

The development and progress of times are often associated with increasing technology. In a simple term, technology can be interpreted as a means of knowledge to achieve a goal. The development of technology has brought changes in the realm of media business in Indonesia. History has shown that the presence of technology today has made the media trend change from print media to online media, and print media that cannot keep up with technological developments will be left behind [1].

This trend can be seen with the fall of several print media in Indonesia, for example the Sinar Harapan newspaper, The Jakarta Globe, Bola Magazine, and Rolling Stone Indonesia music magazine which decided to close after have been published for 12 years. The fall of the print media was followed by the emergence of many online media, such as kumparan.com, tirto.id, beritagar.id. The fall of print media is caused by the decline in income caused by the proliferation of online-based media[2].

For example, the radio industry in Indonesia is also starting to use internet technology in its management. Nowadays, many radio stations in Indonesia are doing live streaming or podcast streaming on the internet. It is a form of radio adaptation to technological developments and also ensures the continuity of radio business in the future [3]. Print media or conventional media that do not keep up with the times with the internet will

sooner or later be left behind and will even close, like some printed media written above.

The presence of the internet and the continued development of technology make the media business must also be able to keep up with developments to be able to survive. An example is Kompas which is a large print media in Indonesia, which now also has online media platforms and also TV. This development is successfully helping the media to overcome the space and time, which means as far where the media is able to present the product to audience, which as a result then becoming a spacialization practice in the media. Spacialization is the process of media institutional extension through corporate form and the size of media business. In the practice, many of media companies have more than one type of business [4]. The phenomenon that later emerged in Indonesia is the existence of media conglomeration, where the media business is controlled by certain parties, ranging from print media to online media. Media conglomeration is also influence the high definition optical disk format or data storage technology in the entertainment field or movie field [5].

The existence of a media conglomerate in Indonesia has been criticized by many parties. One of them came from the world of Indonesian filmmakers who made a documentary film entitled "Dibalik Frekuensi" which was released in 2013. The film is based on the true story of two figures who work in major media companies in Indonesia. This film presents the fact that media owners use the media as a tool for their own interests. This film illustrates the state of the Indonesian media in a democratic era that should uphold the principle of freedom of the press, but in reality, it is influenced by factors of ownership, power, and economic and political power.

At the beginning of this movie's teasers, it showed an irony about the existence of frequency in Indonesia. "Limited as a resource and has a value that is very valuable, soil, water and air, controlled by the state and by - the amount used for the benefit of the people. Unfortunately, in Indonesia, frequency as a public wealth of air rarely discussed, but it is being exploited by the owners of the media company- especially television, for their economic and political interests of their own without thinking about the public interest. Is this the "Captivated state" or "Captured state"? Has our countries already been bought?" This quote is displayed at the beginning of the movie's teaser. The film itself tells the story about media, the media's task, and the political side of the media, which is about media in Indonesia that take side or not taking neutral stances. This film raised two main characters, Luviana and Hari Suwandi. Luviana is an Assistant Metro TV News Producer who has worked for 10 years at Metro TV, which then fired after protesting to the management of Metro TV on the management policy that should not take side or giving favor to the workers.

The reason for his dismissal probably because the company did not agree to Luviana's idea to create worker union in that company. Consequently, Luviana was moved from the newsroom to the HRD (Human Relationship Development). As we know that media companies are owned by media tycoon, Surya Paloh, who has a Media Group Company, such as Media Indonesia, Lampung Post and Metro TV, and now also the head of the politic party, National Democratic, and he is also a national figure that introduced tagline "Indonesia Restoration for the betterIndonesia!"

The second character is Hari Suwandi, which is one of the victims of Lapindo's mud disaster. Up until now, Hari has not receive compensation from PT Minarak Lapindo Jaya (Bakrie Group). Hari Suwandi, and his friend, Harto Wiyono, who were also victims of the Lapindo's mud disaster, did protest walk from Porong (Sidoarjo) - Jakarta, with the aim to meet PT Minarak Lapindo Jaya party, and demanded the immediate completion of compensation to victims of Lapindo's mudflow. When he did 'the walking protest', Hari Suwandi was very repulsive to the journalists who wish to cover his protest action, particularly of journalists from TV One, which is known that TV One is owned by Aburizal Bakrie (ARB). At the beginning of the protest action known to the public, a lot of public support for the action taken by Hari and his friend. News of the protest walk was also briefly appeared in various media in Indonesia, both print and electronic, and made headlines for quite some time.

After 'the walking protest' is resolved, there is an unexpected event that happen for the public audiences. Hari Suwandi performed an apology to Aburizal Bakrie (ARB) for the protest that he has done in front of camera and covered live by television station, TV One, with an expression of deep regret. Hari also apologize for the magnitude of the actions that he has done. This makes the public that initially sympathize and supportive to Hari Suwandi changed to berate and antipathy against his action that requested an apology from Bakrie (ARB) which is the owner of PT Minarak Lapindo Jaya, The company that cause Lapindo mudflow disaster in Sidoarjo. Up until now, the compensation and the completion of the issue are still unresolved. Many negative news arising from the reports, some say Hari already made mutual agreement between him and Bakrie (ARB) that made him willing to make an apology in front of national television.

After the reform, media conglomeration quickly became a style of the media industry in Indonesia, and the longer it happened, the faster this pattern grows in our society. Many media with various formats, such as print, online, radio, television that is read, listened, seen, and heard every day by all the people in Indonesia was controlled by media group owners. The owner of this media group, which has its own interests - their own, presenting the public with the impressions - impressions in his media channel that reflects a clear manifestation of interest is not a public interest. "Dibalik Frekuensi" shows the dark side of the face of the media in Indonesia today. When it should be in the future of democracy today, the media and people - people who work in it are given the freedom to determine the direction and proclaim an event, instead of being limited by the owners of the media, in order to achieve personal goals and interests of media owners.

Media conglomeration has started from the print media era and continues to the current online media trend. Media which was originally a 'watch dog' tool that should be impartial and

have their own freedom changed with the existence of this media conglomerate which made the media a tool to fulfill the interests of the owner. The development of technology and the emergence of online trends also make media owners also begin to enter the online media, the media is only seen as a business that should generate profits so that the principle of freedom of the press is no longer cared for. This paper is a literature study of the phenomenon of media conglomeration, especially online media in Indonesia.

II. MEDIA CONGLOMERATION

The discussion about media conglomeration began with the birth of press freedom in Indonesia. During the New Order era, the Indonesian press was curbed in many ways by the government. This condition changed when Indonesia entered the reform era, which was signed with laws No. 40 of 1999 concerning press freedom, which confirmed the absence of censorship in the press [6]. The press freedom then led to a new problem, where media freedom also created the concentration of media ownership by several media companies which triggered the emergence of media conglomerates in Indonesia.

Basically, the practice of media conglomerates started when media companies join each other into larger companies that oversee many media including various types of media as part of their business. This can be done by buying shares, joint ventures/mergers, or acquisitions (taking over). Today the life of the mass media (press) overlaps in terms of ownership. This condition is exacerbated by the fact that the media owner (media owner) also at the same time falls as a politician [7].

The main impact of media conglomeration in Indonesia is that people have limited public access to media use. The concentration of media ownership makes media content in different platforms tend to be the same, or in other words, information uniformity occurs. Where it is very possible that news that appears in print media platforms, electronic media, and online media is the same thing. This uniformity of information is also very possible in the realm of local news and national news [8].

The development of Media conglomeration also supported by globalization. Information exchange becomes free and quick is one of the characteristics of globalization that makes the world move without limits, which is also supported by technological developments. This condition makes the media industry grew into more competitive and also makes owners becomes more care and considers about profit and loss. Nowadays, the distance between the newsroom and the business section becomes more faded away. For example, the media now has a schedule when articles about automotive, education, or technology will be published, and this is coordinated with the marketing and advertising department so that they can be adjusted between articles and advertisements that will be published in the media at that time. Globalism is also marked by the entry of foreign capital. For example in Indonesia ANTV shares were bought by Star Tv which is part of Rupert Murdoch's News Corp group. This condition makes capitalism growing increasingly in the media industry in Indonesia which also supports the increase of media conglomerates. [9]

There are various research that supports the connection between globalization, technology, and the media industry.

Aprianti [10] conduct a research about the connection between globalization and media industry, especially in Asian Newly Industrialized Countries known as NICs. Globalization in line with the development of technology has caused commercialization in the media industry, and affected to social and political context.

III. METHODS

Method used in this paper is a descriptive qualitative method. Qualitative research is intended to understand the phenomenon of what is experienced by the subject itself by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods, which are then compiled into a written report. In essence, research using qualitative methods has the advantage of wanting to find out something in depth.

This paper intends to describe clearly the online media conglomeration in relation to technological developments in Indonesia. Researchers also observed phenomena about media conglomerates in line with the development of online technology.

The data in this study was obtained through a literature review conducted by the author, namely by analysed the map of media conglomerates in Indonesia, including online media. A literature review is a search and evaluation of the available literature in certain subject or chosen topic area. It documents the state of the art with respect to the subject or topic you are choosing. A literature review has four main objectives: (1) It surveys the literature in your chosen area of study; (2) It synthesises the information in that literature into a summary; (3) It critically analyses the information gathered by identifying gaps in current knowledge; by showing limitations of theories and points of view; and by formulating areas for further research and reviewing areas of controversy; (4) It presents the literature in an organised way [11]

The research was conducted using a critical paradigm, which tried to explain or reveal the real facts behind the illusion that was shown in front. Research that uses a critical paradigm aims to form a new awareness of a social condition so that it can be corrected and changed in real conditions [12]. This research itself has analysed the condition of media conglomerates in Indonesia within the scope of online media as a result of the development of information and communication technology. The research aims to reveal the real conditions of the media in Indonesia which are controlled by the owner.

This research was conduct with the following steps, as follow: (1) researcher identify the phenomenon, which in this case is the rise of technology, online media, and media conglomerates in Indonesia; (2) stating the research question and aim; (3) data collection and literature study; (4) data analysis.

Data analysis techniques using in this research is Miles and Huberman model. Sugiyono [13] explained that data analysis technique divided into four stage, first data collection, second data reduction, third data display, fourth is conclusion. In this research, data collection is conduct through literature review. Data reduction is conduct by sort out the unused information.

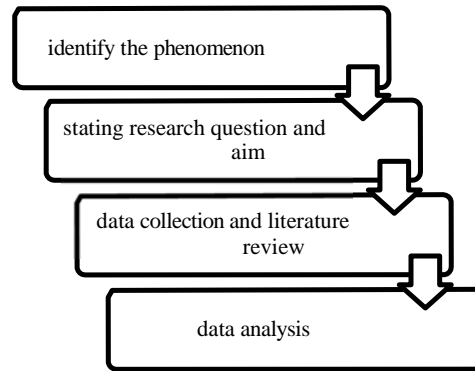


Figure 1: Research Process.

IV. RESULT AND DISCUSSION

Curran [14] argues that initially, the role of democracy in the media is to be an overall watchdog of every activity carried out by the government. This can only be achieved by basing the media on a free market, which in this view allows the belief that the media can become independent without government. Because once the media is part of government regulation, the media will lose its role as a watchdog, and even worse can become a government tool. As well as happened in Indonesia during the era of New Order, where the media was only used as a tool for the extension of the government in propaganda.

Then the role of the media as a watchdog of this government also has shortcomings. Because it is based on a free market to achieve full independence, many media are oriented towards entertainment and public affairs. Then bring out a new issue or conception that in the democracy era, the media must be free from government authorities and also private sector authorities (owners and shareholders) to be able to carry out their real role as watchdogs [14]. But then in its development to be able to implement principles that are free from government authorities and the private sector is difficult to do. The media is faced with a dilemma, where in order to be free from government influence, the media must stand alone and depend on the private sector and vice versa. In the end, it gave rise to media conglomerates, where there was a concentration of ownership of the media on certain parties. Curran [14] argues that the state should be the main target of the media inspection because the state has a monopoly of legitimated violence, and is therefore the institution to be feared most. For this reason, it is especially important to establish a critical distance between the media and the governmental system through private media ownership.

Denis McQuail states that the media is the centre of three areas that have a large influence on society at large scale, namely the economic, political and technological areas. This is the reason why media is not a side business that is not important and does not have a big impact. The media is seen as a company with high economic value, where the public is a large sales market. Apart from its high economic value, ownership of the media by the private sector also urges the control of media content. The media owner decides what his media should report, so the content of the media is more often consist of advertisements and entertainment content or news that has a high sensation. The owner even uses the media as a tool for his personal and political interests [15].

The control of the media conglomerates finally eliminated the principle of freedom that the media should have had during the democratic era. Denis McQuail [15] states that ownership of media is divided into three categories, namely: (1) commercial companies; (2) non-profit company; (3) public sector. In the first category, the media is usually owned by public or private companies, a media conglomerate who has a desire to include personal interests in editorial decisions. The second category has neutral beliefs, which are designed to protect freedom with special culture or social tasks. The third category appears in a variety of forms, ranging from direct government to elaboration of construction made to maximize the freedom of decision making about media content.

Media industry will continuously has an impact toward our life and society, regardless its ownership from the media conglomerates. Happer and Philo [16] has stated that the media play a central role in informing the public about what happens in the world, particularly in those areas in which audiences do not possess direct knowledge or experience. From their studies, we can find that the impact of the media shape public debate in terms of setting agendas and focusing public interest on particular subjects. Further, they found that the media also severely limit the information with which audiences understand these issues and that alternative solutions to political problems are effectively removed from public debate. They also found that the media has its own way to limit understanding of possibilities of social change.

The impact of the media, is not only limited to the print media but also to the trend of new media, which lately have been discussed by experts and researchers. New media through social media already has a bigger impact to social change in our society, nowadays. Research conduct by Mercea and Iannelli [17] shows how strength the relationship between media, collective action, and participation in social change by exposing how knowledge about it is produced. They add to a body of literature that has scrutinized the social organization of public communication—through broadcasting media, the press, or social media—in the attempt to explain why some visions for social change enter into our collective consciousness while others fall short of the mark. In sum, the research invite us to uncover facets of a struggle over definitional power. It valorise what forms of participation and what variety of social change are socially and politically desirable.

The rise of the media has created new power groups. New media has a potential to surpass or bypass the existing structures of control, and make available new ideas and information. Their impact was crucially influenced by how effectively they were regulated, and how consensual was the environment in which they emerged [14].

Ross Tapsell, as quoted in Sitepu [2] explained that in order to survive in this digital era, the media must have several platforms, such as television, radio, and the internet, investing in communication infrastructure; and develop his audience throughout the country. Media that has multiple platforms will be more easily in order to markets their ad spots so that they are more profitable. This is what makes some media networks develop into large digital conglomerates. There are eight conglomerates in Indonesia that have multiple platforms and according to Ross Tapsell's theory, if you want to survive news sites must be incorporated in a large digital conglomerate. Here is a table of media conglomerates in Indonesia

Table 1: Media Conglomeration in Indonesia.

Media Conglomeration	Television	Print Media	Online Media	Radio	Communication Infrastructure
CT Corp (Trans Corp) Owner : Chairul Tanjung	Trans TV, Trans 7, CNN		CNN, Detik.com		Trans Vision, PT. Indomusa Telemedia
Global MediaCom (MNC) Owner : Hary Tanoesoedibyo	MNC, RCTI, Global TV	Koran Sindo	Okezone.com, Sindonews.com	Global Radio, RDI	Satelit Indostar II, Vision
EMTEK Group Owner : Eddy Sariatmadia	(SCMA) SCTV, CHANNEL		Liputan6.com	Elshinta	Bitnet, Komunikasindo, nexmedia
Lippo (Berita Satu) Owner: James Riady	Berita Satu	Suara Pembaruan	Berita Satu		Link Net, First Media
Kompas (Kompas Group) Owner : Jacob Oetama	Gramedia Kompas TV	Kompas	Kompas, Tribunnews.com	Sonora	K-Vision
Bakrie (VisiMedia Asia) Owner : Aburizal Bakrie	Group TV One, ANTV		Viva		Bakrie Telecom
Jawa Pos Group Owner : Dahlan Iskan	JawaposTV	Jawa Pos	Jum.com	Fajar FM	FIC
Media Group Owner : Surya Paloh	Metro TV	Media Indonesia	Metrotvnews.com		Media Group

Eko Maryadi, who is the general chairman of the Aliansi Jurnalis Indonesia, sees media conglomeration as dangerous things that can cause some problems. The first is the concentration of media business that leads to unhealthy competition regarding the content of broadcasts/press releases, as well as push violations of the journalistic code of ethics and journalist's code of conduct. Both slogans "from the public, by the public, to the public" changed to "from business, by media workers, to economic interests". The third is the absence of diversity of ownership and diversity of content which makes uniformity of public opinion. The four risks of media conglomeration cannot be prevented through the Anti-Monopoly Law No. 5 of 1999 and the Limited Liability Company Law No. 40 of 2007, however must be controlled by the Act itself (Press Law and Broadcasting Law). The fifth, uniformity of business and the power of political by dominant media threaten press freedom and media democratization [18].

Problems regarding media conglomeration should be a concern because this media conglomeration will disrupt the freedom of media workers in Indonesia. Media conglomeration is believed to limit the public's right to obtain a diversity of information, news, and views that are the other hand, the existence of media conglomerates does not contribute much to the protection and improvement of the welfare of media workers. Denis McQuail [15] suggests there are two ways that can be used to prevent the occurrence of media conglomeration. The best defence to prevent abuse of power by media owners is to create a multiplicity of ownership and free competition so with the number of owners it is impossible to dominate the reporting that takes sides with a particular party. The second solution is to conduct a checking and balancing in the system to limit the influence of unwanted owners.

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The rise of the new media also in line with the development of information technology. Marshall McLuhan, a technological determinist, a person who believes that all social, political, economic, and cultural change is inevitably based on the development and diffusion of technology, has stated that changes in communication technology inevitably produce profound changes in both culture and social order. McLuhan proclaimed an idea that the medium is the message, or in the others word new form of media transform (message) our experience of ourselves and our society, and this influence is ultimately more important than the content of specific messages, technology determines experience. McLuhan also makes a new conception of a new form of social organization emerging as instantaneous electronic media tie the entire world into one great social, political, and cultural system, this new conception called as global village

The presence of new media has had an impact not only making the world a global village as stated by McLuhan but also having an impact on the media industry as a whole. The media industry trend is changing from print media to digital media, and therefore media companies must also keep developing in order to survive. This condition makes the media conglomerate to develop its business not only on one media platform but also on several media platforms at the same time, this is to answer the challenges of the current media trend.

Online media is the result of a cross-pollination of communication technologies, offering users enhanced human communication channel functions. New media refer after the internet is a part of a continuing history of online service rather than as a sudden and singular phenomenon. The growth of the internet occurred in three stage. First, was initiated by the pioneers, who were concerned with the need for national security. The notion is to linking together computers for the sole purpose of communication. The second stage began with the arrival of the settlers, who were using machines sharing resources and communicating with one another. The third online era came with the arrival of the people of capital. People of capital tried to take advantage of a new world of information. [19]

V. CONCLUSIONS

The conclusion that can be obtained through this research is that media conglomeration in Indonesia continue from the print media era to the current online media trend. Media that should be government guards and having a freedom of the press become dominated by the media owner and turn into a business that must bring profit, and also follow the interests of media owners.

There are two ways that can be used to prevent the occurrence of media conglomeration. The best defense to prevent abuse of power by media owners is to create a multiplicity of ownership and free competition so that with the number of owners it is impossible to dominate the reporting that takes sides with a particular party. The second solution is to conduct a checking and balancing in the system to limit the influence of unwanted owners.

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