

Local Broadcasting Resistance Against Oligopoly Media Broadcasting Television

(A Critical Studies of the Media and Convergence Structuration Owners)

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Abstract— If we look at the broadcast television, then we will realize that there are several local televisions have begun on the acquisition by television based in Jakarta. And television turned out to be dominated by one group or the owner media. From the sentence above, we can conclude that the merger of several media into a big media called oligopoly, hegemony and media conglomerate. Media conglomerate has two effects, both positive and negatives. But the opinion that this conglomerate tend to be negative because it will limit the broadcast media that is in accordance with what the vision of the mission of the media owners and more market-oriented ideology.

Keywords—*Resistance, Oligopoly Broadcasting, Media conglomeration, Structuration Media and Concentration of Ownership*

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Biographical notes: Aep Wahyudin is a lecturer at Communication Studies Program and the Islamic Broadcasting Communication, State Islamic University of Bandung. At the time of Doctoral Program Education in Faculty of Communication, Padjadjaran University, he received a scholarship from the Ministry of Religious Affairs, Ministry of Education and The Cultural and Yayasan Insan Cita Indonesia. He was also the broadcast media practitioners for 7 years. The scientific work and research has been carried out and financed, such as from UIN Research Institute, Creative Television Broadcasting Program, Rhetoric Dai Charismatics, Dawatul Irsyad Islamic Ideology Humanist and Love in Cinema, Frame-frame Creative Broadcasting in creating Edutainment Program Media Television, Radicalism Industrialization Humanitarianisme technology in Islam, the Political Economy of Local Media in Television Broadcasting Industry (Higher and Insan Cita), Islamic Cognitive Model of Communication Counseling (Religious Affairs). And now, he is devoting himself as a Commissioner of Regional Indonesian Broadcasting Commission West Java.

I. INTRODUCTION

When illustrated in a simple, local TV is like a motorcycle against MotoGP private-owned national TV. Of the engine

alone is less great, especially from the way / technique of driving, making it very difficult for local TV to win the game. The only way to win is: did not compete in the racing circuit. For very agile motorcycle used in the fields, in the market and in the narrow alleys.

Since the decentralization of broadcasting that gives permission for his local television, as stipulated in the Broadcasting Act 32 of 2002, the quantity of local TV in the region continues to grow. But unfortunately the development of this quantity is not followed by the development of quality, because in its development and journey many local television stations are not able to maintain its existence and ultimately 'bankrupt and die because they cannot compete in the seriousness of the broadcasting industry competition. One factor among problematic on local television, which caused SSJ policy, thus causing local tv must deal with Jakarta, which is free to produce programs and national content, and the concentration of the ads are located in Jakarta. During the reform era, in the reign of President BJ Habibie at the time it has opened opportunities for the emergence of new private TV station 5, namely: Trans-TV, TV-7, Gopal-TV, LaTV and Metro-TV. The emergence of this new TV station 5 adds to the splendor of the private TV which had already exist (RCTI, TPI, SCTV, quiz and Indosiar). And some private TV national television station has been renamed, becoming TransTV, TV One, and others, and at the present development some national television has been doing the 'merger' in the integration of the holding company '. And what about the local TV? How local TV could compete with national TV that already existed and much more 'established'? Position TV Jakarta (often called national tv) that has been so strong, because it is supported by the power of capital and human resources that are reliable, very difficult to surpass by a local TV is still just learning. While Closing the relay station area, obviously not an option. Because the history of the relay station it is an obligation. Then inevitably the local TV must compete "head-to-head" with a national TV in the same range. With limited capital and human resources, local TV is definitely not a rival national TV. Make a clear national standard program weight because of limited capital.

Then the condition was increasingly squeezed local television, so that pretty much on local TVs that her life would not hesitate to die. In fact, many were ultimately acquired by

another larger group. This condition actually has been improved by introducing Law number 32 of 2002, which in article 20 stated that: private broadcasting institutions can only execute one (1) broadcast with 1 (one) channels broadcast at 1 (one) coverage broadcast area.

But the presence of the new rules shortly telecast decentralization is not necessarily able to directly turn off the relay stations in the area, since the national private TV operator was still given the leeway to adjust for 3 (three) years. Even in article 60 paragraph 3 was given more leeway for 2 (two) years until the advent of local TV stations affiliated (networked) with him. "Broadcasting Agency already has a relay station, prior to the enactment of this law and after the expiration of a period of adjustment, they can organize broadcasting station reality, until the establishment of the local stations are networked to the Broadcasting Agency that the time limit of two (2) years unless there are special reasons stipulated by KPI together with the Government. "

Son last sentence is then made the current circumstances. Because affiliation between local TV and national TV never happened. If anything, what happens is not an affiliate, but the acquisition.

2. Definition of Broadcasting System

Broadcasting system in Indonesia has been the centralization, and created many problems. Centralized television system as is the case today typically occurs in countries with authoritarian country, which is characterized by a concentration of power. It was generally only take place in countries that are not developing a commercial television system, and do not have large areas with heterogeneous cultural character which is owned by Indonesia. Causing the broadcasting industry be fair and equitable, not create democratization and autonomy and the empowerment of local broadcasting in all regions in Indonesia. There are 12 television stations in Jakarta to broadcasting nationally by only using relay stations / transmitter in each region. In this system, broadcast fully prepared, created and transmitted centrally from Jakarta to the homes of residents throughout the region in Indonesia with only brokered the relay stations in each area. Thus what was seen by the public television media throughout the region in Indonesia is fully determined by the station located in Jakarta, of course, one might almost say the form of centralizing the broadcast media have ignored local and regional contexts that exist throughout Indonesia.

But at the level of factual, still many television broadcasters that cannot perform its function well and still oriented toward business interests and the interests only practical political power. The rights of the public to obtain information that educates was neglected, the spirit of democracy broadcasting, public interest and community empowerment was not created properly.

In this case, the mass media are often studied by scientists based on two perspective, anyone reviewing the objective perspective and subjective perspective. On an objective perspective of the mass media, especially television is often seen as a force that will give effect to the audience so that

studies the effects of television are focused around good effect communicator, message and even the media.

Departing from these figures, the media and their interaction with the audience become so important to always be criticized. Media in practice is the space where ideology fought for a place in the minds of audiences. Who fought in the media life becomes trivial to see power. Who is able to utilize its power in influencing the media? How big is the power play in the practice of the media? In other words, the media is not just simply a communication channel but also as an institution that has been part of the community with the ideological struggle inside.

3. Critical Political Economy

Study critical political economy has three main variants: the instrumentalists, structuralism and constructivist. In a variant instrumentalists, the media is seen as an instrument for the dominant classes. Investor class that uses the power of the market economy to ensure that the flow of public information run in accordance with the mission and their goals. Structuralism analysis tends to see the structure as something monolithic, well-established, static, and determinants. And constructivist analysis, as a result of the contradiction between the instrumentalist and structuralist analysis. Constructivist view the structure as a rudimentary and moving dynamically. (Mosco, 1996: 24).

For Mosco, there are three entry concept in economic-political-media, among others (see 1996: 141-245):

1. Commodification, namely the use of goods and services views of usefulness are then transformed into a commodity that is judged by what it means in the market. There are several forms of commodification that we should understand. The first modification of the contents, the process to change the message and set of data into the system of meaning into products that can be marketed. For example, in a TV show created programs into one package the product with advertising that can be marketed by the media. Second, the audience commodity is defined as the mass media results in a process where the media company producing audiences and handed it to advertisers. Media programs used to attract audiences. Advertisers pay media companies to access the public, therefore the audience "handed over" to corporate advertisers. Third commodities consisting of intrinsic cybernetic commodification and extensive commodification. intrinsic commodification is the audience as a media centered on audience ratings services. So that is exchanged is not the message or the audience, but rating. While extensive commodification is the process of commodification of education institutions to reach all government information, media, and culture that have been the motive or driving so not everyone can access. Fourth commodification of labor involves two processes. The first process is the use of communications systems and technologies to expand the commodification of labor processes, including the communications industry, with the added flexibility and control to the employer or owner. Second, the political economy described as a dual process where labor is commoditized in the process of producing commodities and services.

2. Spatialization. This process in the study of political economy of media is defined as: "... the institutional extension of corporate communication in the Industry" Economic and political communication can take advantage by looking spatialization as a way to understand the power-geometrical relationship to the process of defining a space, in particular space through which the flow of communication. Mosco discussion about spatialization are the horizontal and vertical integration. Horizontal integration is: "when a firm in one line of media buys a major interest in another media operations, not Directly related to the original business, or when it takes a major stake in a company entirely outside of the media". When a company is in the same media paths acquired a majority stake in other media, which have nothing to do directly with their original business or when the company took over the majority of shares in a company that is totally engaged in the media. While vertical integration is: "the concentration of firms within a line of business that extends a company's control over the process of production". The concentration of companies in a line of business that expands the control of a company based on production. The example given Mosco, when the MCA as a Hollywood movie producer, bought Cineplex-Odeon, so he has the ability to control the distribution of the film.
3. Structuration. Describing the process by which the structure was built of human agency, although they provide a "medium" of the constitution. Social life itself consists of the constitutional structure and agency. An important characteristic of this structuration theory is the power given to social change. The process of social change is a process that describes how the structure is produced and reproduced by human agents that act through the medium of these structures. This structuration balancing economic trends in political analysis to describe the structure as business and government agencies to show and describe the ideas agency, social relationships and processes as well as social practice. Agency is a fundamental social conceptions that refer to individuals as social actors whose behavior is constructed by social relationships and positioning matrix including class, race and gender. This structuration process of constructing hegemony, something that is, sensible, naturalized way of thinking about the world, including everything from cosmology through ethics. In social practice described and contextualized in the life of the structure.

4. Neoliberalism in Media

In the context of Indonesia, the concentration becomes the discourse. On the issues surrounding the New Order era, the media business concentrated on a small group of entrepreneurs and of political actors who have access to the center of power. Then, if there are attempts to alter the symptoms of the new Oder media concentration? The expected changes is to create a space that is conducive to the realization of the role of public media as a device to monitor the organizing State, as well as to monitor the behavior-practical occurring in the media business. Or how interactions agents and social structures or

relationships between the agent in the reality of industrial media in Indonesia? New Order regime as a agent of social actors have the capacity to determine the direction the process of commercialization, liberalization and internationalization which gave birth to crony capitalism.

But along with these symptoms, there are external pressures rooted in neoliberalism rules which forced the New Order corrects selective liberalization policies that have caused structure crony capitalism, including in the sectors of industrial media. On this, meungkin thought of Gramsci is very relevant as stated in the concept of passive revolution (passive revolution) and has been tested by Bern Rottgers performance his "Passive Revolution of Capitalism: Political Restructuration of the Market and the Neoliberal Expansion of the State." Rottgers criticized this dichotomy imposed during the separation between market and state, "Neoliberalism is described as a state political project aimed at a radical restructuring of social relations (radical restructuring of social relations). Of course, through the actions of the State, building neoliberal reshaped. Rottgers rejected the notion that in the era of neo-liberalism, the role of the State will be lost or diminished. He submitted a thesis which is that of the State in neoliberalisation expansion, even more strengthened through international organizations or multilateral agreements such as NAFTA, AFTA and the like, and thereby alter the balance of power more favorable capital international"(Rottgers, 1999)

II. RESEARCH APPROACH

There are some critical views expressed by the critical paradigm of the existence and functions of media and media discourse there. This means that the critical paradigm has its own views on how the source of media production, media positioning, media players which resulted in coverage, particularly in the context of existing social macro-structure. At least there are some critical point in this case can be disclosed, The first critical point is a matter of understanding of the facts raised by the media or text news. The fact raised by the media more widely understood as a fact apparent. It can be said more news remains the domain of discourse struggle between different ideologies journalists or media. Setting the facts made in the mass media is more a conflictual areas of social interest. The second critical point is the position of the medium itself. The critical point is to say that the media is an elite instrument to spread the dominant ideology. Media and news media are subject constructs reality through symbols and meanings created by the mass media, complete with a view, bias and their support. Another crucial point to understand the position of the media is a matter of political symbols and meanings are made. Meanings are not influenced by the structure but more shaped by the practical meaning in society. The mass media determine the definition of reality through the selection of appropriate symbols and language. (Barratt, 1994: 48-52).

The structure of the media industry concentrated actually is the final stage in the cycle of industrial evolution towards modern institutions, To perform efficiency as one of the strategies in the face of stiff competition, a number of

companies unite themselves and mergers. The consolidation process is then stimulated concentration, namely controlling production unit performance one level or different level at several large companies. Concentration is the result of a three-stage process from distinct but interconnected namely, integration, diversification and internationalization process of integration can occur through horizontal and vertical. Horizontal integration occurs when a business has a group of additional units in the same level of production. While vertical integration occurs when a business group expanded its different production stages. Both types of these integration commonly occurs through the mechanism of mergers and takeovers. Horizontal integration allows the company to consolidate and expand supervision on the same production line. While possibilities of vertical integration of the company expand its control of the different production processes, so that at the extreme point is the mastery of the production process from downstream to upstream. (Mosco, 1996: 119).

III. RESULT

6.1. Structuration Media Television Broadcasting in Bandung

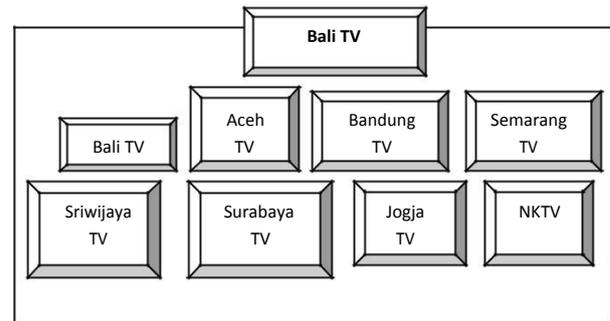
Owners of local television stations in Bandung, West Java, not in spite of the large capital owners who want a business in the realm of the broadcasting industry can control every aspect expanded regional areas in the entire country, including in this parahyangan ground, in Bandung, West Java. Media ownership local television that is and exists in Bandung, including local television Bandung TV, PJTV and STV is a local television that the source of media ownership television is a proprietary centralized, open from the area and the resource owners of local capital Bandung itself, but sourced from the owners of large media capital of central and outside Bandung, West Java.

"... I as the West Java certainly want to have a local television could broadcasted in Bandung and West Java, although I am not the owner of this television, but I am as a person Bandung then placed in the editorship here ... if it were the leaders televised the board of directors, its name Komang Dharmayasa, from Bali TV".

From the statements made by the editorial leader Bandung TV, it is clear that top management becomes the medium, ie the position of directors is Komang Dharmayasa. Komang Dharyasa is a Balinese who had come from there, he worked on Bali TV, and as a center kepemilikan media local television and as a management center perusahaan then gruf Bali TV sent a representative to be a major head or as a director on local television Bandung TV, Judging from its existence, Bandung TV is PT. Media Televisi Indonesia Bandung is located in Jalan Sumatra No. 19 administrative districts Braga Bandung Bandung 40111. The well has a nickname of the station on the air "Bandung TV" and have approve the deed of establishment / legal entity of the Ministry of Justice and Human Rights of the Republic of Indonesia under number C-29 622 and has been registered HT.01.01.TH.2003 Directorate General of Tax with a tax number 02.241.732.3-423.000. Channel / frequency proposed PT. Bandung Media Televisi

Indonesia is 38 UHF. Owner PT. Media Televisi Indonesia Bandung are Komang Dharmayasa. Untuk logo and motto of PT. Media Televisi Indonesia Bandung, management wants the element of local color and become a national and international inspiration.

The television stations are members of the Bali network TV. Local television stations n the network Bali Bali TV is TV, Aceh TV, TV Bandung, Semarang TV, TV Sriwijaya, Surabaya TV, Jogja TV, and NKTV Makasar.



Networked member BaliTV

Source: Adapted from data results Research

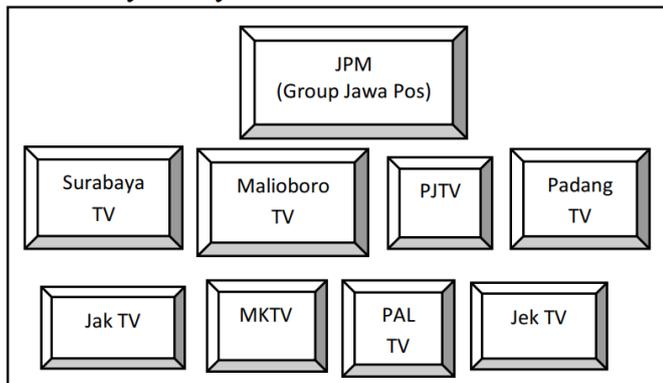
Another local television ownership, which is not much different PJTV Bandung convergence of TV ownership is outside bandng West Java. Bandung TV to date PJTV be a television station that exists in the city and surrounding areas. The television station is a network member of JPMC. With a passion to reach its vision, in addition to having many programs new programs that attract, entertain and educate, PJTV is a local TV station first in Bandung are already on the air about 19 hours per day and has added the transmission power becomes 10kW which will certainly reach most areas of West Java. On April 15, 2010, PJTV renamed from Padjadjaran TV into Padjadjaran TV.

"... There are people Bandung West Java citizens are placed at our television, he was placed in the board of commissioners at first, but does that have PJTV TV instead of Bandung, I voted top management is also here the Bandung ... if the director is not the Bandung, but of postal Java, Java Pos envoy pointed be here.. directors are often involved in coordination with several other local television networks with JTV as a television center, both meetings held in jogja or Jakarta .."

Judging from the presence of television PJTV also shows that the primary ownership PJTV is the main leader JTV is Imawan Mashuri. It can be seen from existence institution that PT Esa Visual Padjadjaran Tivi is located in Jalan Nuansa Mas Estate Block B-12 administrative districts Cipamongkolan Rancasari Bandung city has a proper name of the station on the air "PJTV". Approve the deed of establishment / legal entity of the Ministry of Justice and Human Rights of the Republic of Indonesia is in the process. PT Esa Visual Padjadjaran Tivi has been registered at the Directorate General of Taxation with a tax number 02.332.753.9-424.000. Channel / frequency proposed PT. PT Esa Visual Padjadjaran Tivi is 40

UHF. Owner PT Esa Visual Padjadjaran are Tivi Imawan Mashuri.

The television station is a network member of JPMC and is owned by the Jawa Pos Group, which also has an affiliate newspapers and television stations in Indonesia such as SBO TV (Surabaya TV), Malioboro TV (Yogyakarta), PJTV (Padjadjaran TV) (Bandung), Semarang TV, Bogor TV, Jak TV (Jakarta) and MKTV (Constitutional Court TV) (Jakarta), PAL TV (Palembang), TV Padang (Padang), TV Jambi (Jambi), and Jek TV (Jambi). While JTV bureau in East Java No 7 that Malang, Jember, Banyuwangi, Kediri, Madiun, Bojonegoro and Madura. Dahlan Iskan (Jawa Pos Group CEO) targets to deliver 20 TV JTV locally each year.



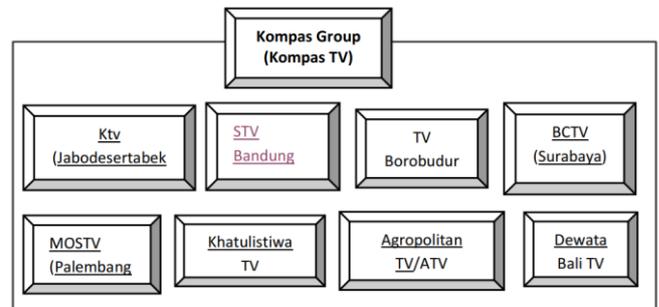
Network members JPM (Jawa Pos Group)
Source: Adapted from the results of research data

Then the local television, namely STV, local television ownership is also the same as ownership Bandung TV and PJTV and not owned by the person or citizen Bandung, West Java, but its ownership in kuasasi by people outside of Bandung and not the people of West Java. Judging from its existence, institutional STV owned by Julius Yokajaya, a company representative or not people Bandung, West Java, but now controlled by grup compass TV. Institutional STV is PT. Main Pasundan Television has broadcast studios and offices are located at Setrasari Mall Blok B4 No. 68 administrative districts Sukagali Sukajadi Bandung. STV is the proper name of the station on the air used by PT. Top Pasundan Television, has approve the deed of establishment / legal entity of the Ministry of Justice and Human Rights of the Republic of Indonesia under number 0-03265 HT.01.01.Thn.2004 and are registered in the Directorate of Taxes and have a TIN 02.244.269.3-428.000. Channel/Frequency proposed by PT. Main Pasundan Television is 34 UHF. Owner PT. Main Pasundan Television are Drs. Julius Yokajaya.

STV is a local television station in Bandung, Indonesia. STV began broadcasting on March 18, 2005 at 34 UHF frequencies. Tagline STV is One Tune Hade, which can be interpreted literally one tune / channel is good or it could be interpreted in pronunciation (Wantun hade) dare to look good (in Sundanese, meaning hade nice, Wantun meaning brave). STV is also affiliated with TV Edukasi. Sejak dated March 18,

2011, Logo STV no longer use the logo S or eliminated. instead, Logo STV STV is now just writing. Replacement of the logo is as a form STV Bandung as a local television station that is open, without a network television batasan. Stasiun of Kompas TV. And starting September 9, 2011, STV Bandung The entire program will be filled by Kompas TV show as much as 70 percent, and 30 percent comes from STV. However, local content will be different from previous events STV Bandung. So most of the old Bandung STV programs will be deleted.

The television station is a member of the network to the center of the compass grup, compass TV which also has a television affiliates-local television in all regions in Indonesia, namely KTV (Jabodesertabek), STV Bandung (Bandung), TV Borobudur (Semarang), BCTV (Surabaya), MOSTV (Palembang), Equatorial TV (Pontianak), Agropolitan TV / ATV (Malang - Batu) and TV Dewata Bali (Denpasar).



Network members Compass Group (Reuters TV)
Source: Adapted from the results of research data

6.2. Oligopoly Media and Television Ownership Concentration

The existence of local television stations in Bandung, West Java, is like local television stations in other areas throughout Indonesia. Media ownership workshops that television broadcasters can not be removed from the control and ownership of the owners of big capital. The owner of the capital, the postscript is in central vortex national television ownership, which is the owner of the power relations of the national television capital close to power in both the legislative and executive. Monopoly ownership going on national television that occurred during this time, should be not occur in the realm of broadcasting local broadcasters, as revealed by legislators Commission I of the Parliament:

“Television is not just centralized in Jakarta and this only autonomy era, the era of democracy means at the same time broadcasting laws must be democratic and the rhythm of autonomy. Thus if, when we speak, this vision of information that can foster justice, fairness, macem-macem. Then the private TV and other TV must be networked. So there the principle the diversity of content and diversity of ownership. We lost, but once it is familiar. So everything that baseball ...baseball information monopoly may be it. Monopoly of information means monopolizing the frequency band, means monopolizing public sphere is limited, so do

not you? That baseball is allowed. Likewise monopoly be ... It must be shared. Also hogging content right? That baseball is allowed. It should be divided. Well, because that's the only solution is networked. But unfortunately this was not carried out, wrote still monopoly. All monopolies are still outstanding. In terms of the frequency of the monopoly, the monopoly in terms of content, all still in greedily."

However, in reality the monopoly that still occur until televisi-ownership of local television in the region, including in Bandung, West Java. Turbulence and post-shrinkage existence television ownership of local television in Bandung and West Java, gradually ultimately under the control of the national big capital. The local media industry players, can not seem to have big ambitions for mambangun ownership of the local media industry. Besides, propaganda has always been and continues to be done by the central conglomerate who do want the expansion of media ownership rule, by looting ownership in television-television area, including in the city of Bandung and West Java.

Until today, television stations locally in West Java and Bandung have broadcasters televise local private letter to get permit the broadcast, including Bandung TV, PJTV, STV, MQTV, Spaceton TV, CT Channel, including TVRI and television stations locally other areas in West Java. This proprietary turbulence, appears from the local TV stations, ownership and control of television-television in the city of Bandung ultimately not biased away from kepemikan big capital central. Perbedaan local television Bandung TV for holding corporate unbiased separated from Bali Grouf Media, based in Bali TV, where televise local PJTV can not be separated from grouf Jawa Pos Media centered on JTV because it is a subsidiary holding company Jawa Pos, the existence of STV since formerly ladies indeed grouf of local television in daderah another, sekrang STV is not biased released Darri Centre since it has no ownership taken by Media Compass Grouf based Kompas TV, then local television IMTV existence is now under the control and ownership of MNC Grouf , It shows clearly the conglomeration and concentration of media ownership, which is contrary to the permsalahan Act which implies broadcasting should be diversity of ownership (Diversity of ownership) and diversity of content (diversity of content). Hegemony broadcast media will create dominance of interests and ideologies that must follow the interests of capital owners.

Media conglomerate is the incorporation of the merged company into a larger company that oversees much of the media. This conglomeration is done by the corporation with other media companies, which have the same vision. This conglomerate formation by way of share ownership, joint venture / merger, or the establishment of cartel communication on a large scale. Since a long time, especially the television media has become a contest of business and political interests of the rulers. Soeharto, Indonesia's president for 32 years, allowing the establishment of private television in 1988. Since then, and after 1998, when Suharto fell from power, Indonesia television world increasingly crowded with new television television presence. Some televisions can be called, as SCTV,

Global TV, LaTV, Trans, TV7, Metro TV etc. This resulted in the presence of various television antartelevisi competition becomes increasingly sharp. After 1998, many televisions are finally joining the other television. Many were put through consolidation to form larger media conglomerate. According satrio arismunandar (2006), has now been formed at least three groups of media conglomeration. The first is a media conglomerate PT Media Nusantara Citra Tbk (MNC) which is owned by Hary Tanoesoedibjo charge RCTI (Rajawali Citra Televisi Indonesia), TPI (PT Cipta Televisi Pendidikan Indonesia), and Global TV (PT Global Information Quality). The second group is under PT Bakrie Brothers (Bakrie Group) led by Anindya N. Bakrie, the minister and controversial businessman, Bakrie. Bakrie Group is in charge of the quiz (PT Horizon Andalas Televisi) which is now shared stocks with STAR TV (News Corps., Controls 20% of shares) and Lativi (PT Lativi Media Karya). The third group is PT Trans Corpora (The Group). This group oversees Trans TV (PT Television Transformation Indonesia) and the Trans-7 (PT Duta Visual Nusantara Tivi Tujuh). All three other private television, the SCTV, Metro TV and Indosiar, stands out as the company itself. Currently, SCTV and Indosiar in the evaluation process for mergers in Surya Citra Media Group. Commercial orientation in the media occurred when measuring keuksesan media owners and media with Oplag Rating. Journalistic work are not attractive for use raise oplag and rating, Education is the same. So entertainment is a gold mine for them to merauk an audience.

The cause of the commercial orientation of the media due to fierce competition and are influenced by media ownership is concentrated in a handful of people and groups. At the end of media ownership in seglinter people and groups (groups) will lead to a media conglomerate. Is the media in Indonesia has led to media conglomerates. There are 4 names media bosses who arguably were in competition in the industry that are full of such capital. Call it Chairul (CT), Harry Tanoesoedibjo (HT), Bakrie (AB), and Surya Paloh (SP). The names of the four, only the SP that has not had a specific online media. Then, only CT and AB who do not have the print media. Meanwhile, the four entrepreneurs are equally owners of television stations. Especially for HT, he was the boss of the media with the most complete collection of business. Starting from newspapers, magazines, radio, online media, television, subscription television up there in the palm of his business group. HT with its MNC Group arguably the most powerful in the world of electronic media in Indonesia. Meanwhile AB, with its assets is now a business owner figure 3 screen.

Diversity Context in society and the media in Indonesia, the Indonesian Broadcasting Law No. 32/2002 was born on 3 principles: The principle of open access, participation, and protection and public control., Principle of diversity of ownership (Deversity of ownership), and the principles of diversity of content (deversity of content). In the context of open access divertsity, in perautan and perunadang broadcasting law, which is about the jangkauan deversity broadcasting: chapter 1, verse 8, 11 and 13, Article 31, paragraph 1 s / d 6 .; Deversity broadcast (syndication): Article 40, paragraph 1 s / d 4 .; Ethics and morals to be

multicultural Indonesia: Article 46 paragraph 1 s / d point a, b, c. In the context of diversity of media ownership, is already explained and emphasized on media ownership concentration, namely: Prohibition of monopoly and support the economy of the people in the era of globalization: Article 5 points g and h .; The media type and implementation agencies: Article 13 paragraph 1 and 2 .; Allowed the growth of Public Broadcasting (local media) district and city level: chapter 14 verse 14 .; Owners of capital in peyiaran national institutions, local, komuitas and subscribe: Article 31, paragraph 1 s / d 6. In the context of diversity of content, explaining broadcasting content in article 36 which revealed that Jenis broadcast content and variety of its effects, 60% mandatory local impressions, protection for specialized audiences: children, adolescents (time and audience classification), and broadcast content neutral, to the benefit of all parties. This means, there are four names media bosses who arguably were in competition in the industry that are full of such capital. Call it Chairul (CT), Harry Tanoesoedibjo (HT), Bakrie (AB), and Surya Paloh (SP). The names of the four, only the SP that has not had a specific online media. Then, only CT and AB who do not have the print media. Meanwhile, the four entrepreneurs are equally owners of television stations. Especially for HT, he was the boss of the media with the most complete collection of business. Starting from newspapers, magazines, radio, online media, television, subscription television up there in the palm of his business group. HT with its MNC Group arguably the most powerful in the world of electronic media in Indonesia.

Meanwhile AB, with its assets is now a business owner figure 3 screen. The term business 3 screen I got from one of his friends who happened to work at the television station owned by AB. The screen in question is television screens, computer screens, and cell phone screens. AB with the strength of its business, as we know already have a TV One, Anteve, Vivanews, and Esia. Third screen, now crowded into the public mind. In online media, AB vivanews fluttering with her. Vivanews now become one of the news sites on line that is taken into account. Ranking number of readers for the time being strict with kompas.com have to race for the position of 2nd and 3rd.

Cross-media conglomerate did create chaos interests. Owners of various types of media to a centralized one particular name, implicitly showing the impression of increasingly strong competition. The impression emerges: who has any. Judging from the company's portfolio, it is clear, HT most have a collection of media companies. Followed by CT, AB, as well as the SP. Judging from its business posture, stretching SP classified as the smallest business. SP only has the newspaper Media Indonesia and Metro TV. That's the money and the media machine that can popularize SP. The CT and AB arguably has the power impartial. Both bosses have 2 television station and each also have one online media. Only, if diteropong further, raupan advertising acquisition for CT-owned media seem to still greater. Especially after CT

successfully bought AFP coffers profit The Group to be even more abundant in the future.

IV. DISCUSSION AND CONCLUSION

State power hegemony, employers and the political power over the public in the realm of broadcasting is still so strong. When viewed from the side of the interests of the state, the government actually already quite accommodative and accommodating to the demands of various groups. This is proven by the "willingness" of the government to change policy, especially regarding the existence of broadcasters as proposed and the demands of society.

Media conglomerate where large media owners who have various types of media can continuously convey information even if the information is loaded with certain economic and political interests. When a society constantly internalized to such information and the public did not have enough time and space to think, people are no longer sensitive to distinguish what is true or not. Audience finally could not differentiate and making ethical decisions. This limits the freedom of people when there is no freedom there is no ethical decision. In Philosophy, when the right person already limited, how people can make the right decisions. As a result, people can not decide which is right and the truth eventually take for granted what is shown by the mass media.

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