

Rules & Regulation Commercial and Noncommercial Educational Radio

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Abstrak

Tujuan dari penulisan ini adalah untuk melihat apa saja peraturan yang ada di radio sehingga setiap orang dapat mengetahui dan mengklasifikasikan radio mana yang menguntungkan dan mana yang tidak. Metode penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan mengumpulkan data melalui literatur yang diperoleh melalui halaman pencarian Google Scholar dan mendeskripsikan data yang dikumpulkan mengenai peraturan media dan peraturan radio komersial dan non komersial. Radio niaga adalah radio yang lebih berorientasi pada industri penyiaran yang menghasilkan atau memperoleh keuntungan dan radio non niaga adalah lembaga yang menyiarkan informasi dan tidak boleh dikomersialkan atau dilarang menyiarkan iklan untuk mencari keuntungan. Dengan melakukan penelitian ini diketahui bahwa radio memiliki aturan-aturan yang perlu disebarluaskan.

Kata kunci: Komersial, Nonkomersial, Radio.

Abstract

The purpose of this writing is to see what the regulations are on radio so that everyone can find out and classify radios as to what makes a profit and what doesn't. This research method uses a qualitative descriptive research method by collecting data through literature obtained through the Google Scholar search page and describing the data collected regarding media regulations and commercial and non-commercial radio regulations. Commercial radio is radio that is more oriented to the broadcasting industry that generates or earns profits and non-commercial radio is an institution that broadcasts information and may not be commercialized or prohibited from broadcasting advertisements for profit. By doing this research it is known that radio has rules that need to be disseminated.

Keyword: *Commercial, Noncommercial, Radio.*

INTRODUCTION

Technology is increasingly showing significant developments in the era of globalization. Radio is also useful for producing even better quality following current developments so as not to be left behind by other, newer technologies. Even though radio is a medium that has quite old time stages, it does not become an obstacle as a mass media that has existed until now. It seems as if the audio media enthusiasts are endless, the media that is usually heard along with other activities makes this media inseparable from the times. Radio provides information on a variety of entertainment as well as for listeners. Listeners will certainly be very entertained and can also get information in it. Quality radio certainly has broadcasters who can attract the attention of their listeners and must have high innovation.

Radio turns out to have two different types, there are commercial radio which are intended to make a profit through an advertisement that will be displayed in an agreed-upon radio program and also non-commercial radio which makes this radio specifically provide information without any advertisements in it but there are still many who don't. Realizing this, many people think that commercial radio exists, but we also see that the existence of a radio has been taken advantage of, even though in theory it is included in non-commercial radio.

METHOD

The method used in writing this article is a qualitative descriptive analysis. The data collected in this study is a collection of literature from local and international journals. As Bogdan and Taylor that qualitative research is a procedure that produces descriptive in the form of written or spoken words from people who can be observed. Qualitative research also solves problems based on the data obtained.

RESULTS AND DISCUSSION

Definition of Radio, Commercial, and Non-commercial

Definition of Radio

Radio is sound. Sound is the main capital of radio exposure to audiences and stimulation that is correlated by audiences in the future. Kindly Psychological sound is a sensation that is perceived in an auditive package. According to Stanley R. Alten, sound is the effect of friction of a number of molecules which is transformed through an elastic medium in a dynamic interaction between the molecule and its environment.

Radio (the term in general) in everyday life is used as a means information provider. The sound we hear from a radio is a change a form of electromagnetic energy from radio waves captured by a radio, then converted through the loudspeaker (loudspeaker) into sound energy so that it can we hear.

Definition of radio according to experts

- a. Max Well, Radio is a magnetic wave that can wade through space in waves with a certain speed which is estimated to equal the speed of light, which is 186,000 miles/second.
- b. Effendy, Radio broadcasts are direct radio transmitters addressed to the general public in the form of sound by using radio waves as a medium.
- c. Santri Indra Astuti (2008), radio is the fruit of development technology that allows sound to be transmitted synchronously through developments radio on air.

From the definition above, it can be concluded that radio is an electronic device for transmitting information widely using electro-magnetic

Characteristic of Radio

Radio has the same character as other mass communication media, namely publicity, universality, continuity, and actuality. Here are some characters from the radio:

- a. Auditive. Auditive is the most important character in radio. Auditive can also be called with auditory means sound. This character indicates that radio broadcasts can only be heard and audio.
- b. Theater of Mind. This second character creates images in imagination or fantasy listeners through sound. The listener can only imagine through his imagination what it is about delivered by the broadcaster.
- c. Transmission. In the process dissemination using a transmitter, which is received by the radio in accordance with waves and frequencies of each radio.
- d. Synonymous with music. Because radio is audio and can only listen to sound, one of them The means most often used by broadcasters is to play moderate music black in order to attract other listeners.
- e. Have a special listener. Radio has listeners with the following characteristics: Heterogeneous (consists of different people such as race, religion, age, ethnicity and

many others), Personal. Radio listeners are individuals, active. Radio listeners think, and freely judge from what it listens to, Selective, Listener can freely choose which frequency which want to hear according to his needs and desires.

Definition of Radio Commercial

Commercial radio is radio that is more oriented to the broadcasting industry that generates or earns profits (Prayudha, 2004: 11). This private (commercial) radio is a radio that is owned by individuals who are commercial in nature. Commercial radio benefits from existing advertisements. Even though the status of commercial radio is held by the private sector, it still has laws. A commercial broadcasting institution is a broadcasting institution in the form of an Indonesian legal entity, whose business field is specifically to organize radio broadcasts. This institution must be established by Indonesian citizens, with capital wholly owned by Indonesian citizens.

Definition of radio non-commercial

Non-commercial radio is an institution that broadcasts information and may not be commercialized or prohibited from broadcasting advertisements for profit. Non-commercial radio is divided into two, namely public radio broadcasting institutions and community broadcasting radio. Public broadcasting institutions are broadcasting institutions in the form of legal entity established by the state, is independent, neutral, no commercial, and serves to provide services for the benefit of society, namely Radio Republik Indonesia whose broadcasting center station is in the capital city of the Republic of Indonesia.

AMARC (Asosiasi Dunia Penyiaran Radio Komunitas) concludes that community radio is “a type of broadcasting that responds to people's concerns and is part of society”, AMARC also facilitates access and participation to organizations for all community radio broadcasters so they can exchange information and experiences with one another. Community radio is also often referred to as social radio, educational radio or alternative radio. And is a broadcasting institution that provides significant recognition of the role of supervision and evaluation by members of its community through a supervision agency specifically established for this purpose, intended to serve only certain communities and has a limited coverage area.

Difference between commercial radio and radio community

About	Commercial	Community
Operating costs	Advertisement	Community fees
Investment	Private	Community member dues
Mission	Benefit	Community Service
Target	community groups that are considered potential	Community members
Management	Professional	Semi professional
Success Indicator	Financial	The maintenance of the culture of the community concerned
Accountability to	Owner	Community members

Difference between commercial radio and radio public

- a. Different Content- The news and entertainment programming on a public radio station is very different from what you will find on most commercial stations.
- b. Different Listeners-It's not that a person can't listen to both public and commercial radio. Lots of people do just that. They listen to each type of station for the things it does best and those things are different.

- c. Different Management-All public radio stations are required to have both a Board of Directors and a Community Advisory Board drawn from that station's membership. That means that a public station's members quite literally run the station. The Board of Directors hires and supervises top station managers
- d. Public radio does not make money for anybody. public radio station puts all of our revenue from any source back into operating the station. This is not what a commercial station does. A commercial station is meant to make a profit that goes to its owners or shareholders.
- e. Public radio is not funded by advertising. Public radio is funded by grants and donations.

Rules and regulation of commercial radio

1. Licensed Operators Required. - Unless otherwise authorized by the Secretary of Commerce and Industry, (now Secretary of Transportation and Communications) the actual operation of any radio station for which a station license is required shall be carried on only by a licensed radio operator.
2. Classes of Licenses. Commercial operator licenses are classified as follows:
 - (a) Commercial radiotelephone group;
 - (1) Radiotelephone third class operator license
 - (2) Radiotelephone second class operator license
 - (3) Radiotelephone first class operator license
 - (b) Commercial radiotelegraph group;
 - (1) Radiotelegraph third class operator license
 - (2) Radiotelegraph second class operator license
 - (3) Radiotelegraph first class operator license
 - (c) Radio teletype operator license
 - Term of License. - Commercial operator licenses shall be issued for a term of not more than three (3) years.
 - Procedure. - An application for operator license must be filed in duplicate with the Secretary of Public Works and Communication upon blanks furnished for that purpose. If the application is for renewal of license, it must be submitted at least thirty (30) days prior to the date of expiration, together with the license to be renewed.
 - Renewal of Operator License Without Examination. All commercial operator licenses may be renewed without examination: Provided, That:
 - (a) That applicant has had at least 90 days' satisfactory service during the term of the 6-month prior to the date the application for renewal of license is due to be filed 30 days prior to the expiration date.
 - (b) The applicant has had at least 6 months' satisfactory service during the term of the license prior to the date the application for renewal of license is due to be filed, and
 - (c) Provided, further, That holders of commercial radio operator licenses who are in the government service as radio operators may be exempted from renewing their licenses while in the government service as such radio operators and their licenses renewed upon separation from the government service, provided that a certificate of satisfactory service signed by their employers is presented with the application for renewal license. (As amended by Dept. Order No. 82, date July 5, 1951.)
3. In the broadcasting law article 1 which contains broadcast commercial advertisements are broadcasts of commercial advertisements that are broadcast via radio broadcasts or television with the aim of introducing, socializing, and/or promote goods or services to target audiences to influence consumers to use the products offered.

Rules and Regulation non-commercial education radio

Rules and regulations applies to educational radio noncommercial educational FM broadcast stations.

- a. Channels available for assignment

The following frequencies, except as provided in paragraph and this section are available for non-commercial educational.

- b. State- wide plans
 In considering the assignment of a channel for a non-commercial educational fm broadcast station, the commission will take into consideration the extent to which application meets the requirements of any state-widw plan for non-commercial educational.
- c. Licensing requirements and service
 A non-commercial educational dm broadcast station will be licensed only to a nonprofit educational organization and upon showing that the station.
- d. Operator requirements
 In common with commercial broadcast stations, noncommercial educational AM and FM transmitters must ve attended by a licensed operator at all times.

Regulation of the Existence of Community Media According to the 1945 Constitution

Public Domains (Physical presence)	Public Goods (Existence of Community Media Content)
1. Pasal 33 (3) regarding the Use of the Domain Public. 2. Pasal 28 D (1) concerning the Right of the People to Get Justice (equality rules). 3. Pasal 28 H (2) regarding Equality Rules	1. Pasal 28 C (1) concerning the Right of the People to Self development. 2. Pasal 28 C (2) concerning People's Rights Participate in Retrieval Political Decisions. 3. Pasal 28 E (2) concerning People's Freedom Expressing Thoughts and Attitudes. 4. Pasal 28 E (3) concerning People's Freedom to argue.

Radio Community and Radio public

- a. In Pasal 3 ayat 2, mentioned that the community radio station that classified in class D with ERP (transmitter power) maximum 50 W, with maximum service area of 2.5 km from the location the transmitting station. And public radio and private sector which are classified into 3 classes, Class A with ERP between 15 kW up with 63 kW, with service area maximum 30 km from the city center; class B with ERP between 2 kW to 15 kW with a maximum service area of 20 km from City center; and class C with maximum ERP 4 kW, with a maximum service area of 12 km from the city center.
- b. In Ministerial Decree Transportation Number: KM. 15 of 2003 the position of community broadcasting which only given a frequency allocation of 3 channels viz channels 202, 203 and 204. Not more than 1% of the number of existing FM frequency allocations, while for public broadcasting radio and Private broadcasting radio gets channel 1 allocation up to 201.

SIMPULAN

Radio is a change a form of electromagnetic energy from radio waves captured by radio, then converted through the loudspeaker (loudspeaker) into sound energy so that it can we hear. Radio has 2 types, namely commercial radio and non-commercial radio. Commercial radio is radio that is more oriented to the broadcasting industry that generates or earns profits and Non-commercial radio is an institution that broadcasts information and may not be commercialized or prohibited from broadcasting advertisements for profit. Non-commercial radio is divided into two, namely public radio broadcasting institutions and

community broadcasting radio. Rules and regulations apply to commercial and non-commercial radio educational FM broadcast stations.

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