The Changing of Community Media Dynamics in Indonesia
a Case Study of GrabagTV as a Media Literacy for Grabag Villagers

Hanna Nurhaqiqi
Postgraduate of Communication Studies
Faculty of Social and Political Science
University of Gadjah Mada
Yogyakarta, Indonesia
E-mail: hannanurhaqiqi@yahoo.com

ABSTRACT
This study discuss about the dynamics of GrabagTV in maintaining its presence as a Community TV. The existence of GrabagTV has received the full support of the Grabag villagers. Program content which is very close to the citizens as well as consistency in raising local wisdom, making GrabagTV as a representatives that are always watched by citizens Grabag. Until finally in 2012, GrabagTV has officially stop broadcasting in terrestrial based command Balai Monitoring II KPID Jateng. On the other hand, GrabagTV has many experiences of various obstacles to broadcast their program. Since its birth in 2004, GrabagTV has been submitted three times of broadcast license (Surat Izin Siaran) to KPID Jateng but did not receive a satisfactory answer. Indeed KPID allows GrabagTV broadcasting, but without an official license so that the position GrabagTV become 'unofficial' before the law. This research method using case studies to build analytical descriptive. Description of the challenges GrabagTV of terrestrial broadcasting into the Internet TV. Starting from the birth chronology GrabagTV to the efforts undertaken in order to survive until now. This study is expected to explore strategies of GrabagTV to do the Media Literacy among the Grabag Villagers. In order to become a benchmark reference for other Community media, particularly for Community TV in Indonesia. This research was designed using descriptive case study method. By exploring the diffusion stages of innovation by GrabagTV in carrying out media literacy activities to grabag residents.

Keywords: GrabagTV, Community Media, Community Television, Media Literacy

I. INTRODUCTION
By 2017, Indonesia is a country with a population of 255 million people. The enormous population also indicates the great use of media in Indonesia, especially television. Many previous studies have shown that almost every family head, from the bottom to the top, has a television. Television in the living room that comes as entertainment as well as transmitter of information from the news media to the audience. Televisi becomes so dominant among other mainstream media. Although at this time some recent time emerging new technology, smartphone gadgets that began to attract a lot of people.

Speaking of television in Indonesia, we are talking about a big and dominant business. Famous for its media ologopoly, Indonesia has a broadcast media system that is owned by only a few large owners. Private television becomes very dominant and more favored by the public than the public television. This impacts on the dominance of private television broadcasts that serve more ads, soap operas, and broadcast national information. While on the other hand, the Indonesian people who are archipelago areas, have information needs that differ from region to region.

The need for an alternative medium that can provide information with local proximity and can provide entertainment in accordance with local cultural customs. Then there is Community Television, as a community media that can accommodate the needs of local communities. In accordance with Law 32/2002 on Broadcasting, Article 13 paragraph 2, reads: “Broadcasting services as referred to in paragraph (1) shall be organized by:
A. Public Broadcasting Institution;
B. Private Broadcasting Institutions;
C. Community Broadcasting Institutions; and
D. Subscription Broadcasting Institution.”

Community TV is acknowledged by the state, though still not developed and sought after by the people of Indonesia. GrabagTV stands among the citizens of Grabag as a form of success in the action of media literasi. GrabagTV development through a long process, starting from 2004 until now. Therefore, this research will descriptively explain how Grabag citizens receive GrabagTV. Through Innovation Diffusion theory to deeply analyze the process of media literacy by GrabagTV Community TV. How Grabags can receive Community TVs that are present in the midst of the heavily TV National Private which is present as mainstream media.

II. COMMUNITY MEDIA AS LITERACY MEDIA
The station is in the middle of the Grabag countryside, broadcasting programs close to its citizens. Such as local news, village entertainment, or
GrabagTV is unique because its area is like a Magelang Regency, Central Java. The location of GrabagTV is in Ponggol Hamlet, Grabag Subdistrict, Magelang Regency, Central Java. The location of GrabagTV is quite unique because its area is like a basin that forms a valley and is in the highlands. So there is not much signal from the television station that gets to this area. The Grabag region is called blankspot, because it is in an area that can not be reached by any television signal. Around 1995, the Grabag District Office established a simple transmitter. Only then did the citizens of Grabag begin to enjoy the broadcast of television, even though only one television channel. 

Based on these conditions GrabagTV presents as a television that presents the locality of information as well as doing media literacy. Present the locality of the information in question is the program impressions by lifting information that is in the Grabag region. Then GrabagTV provides media literacy through the involvement of Grabag residents in producing their own programs. At the same time citizens participate in watching, producing, as well as evaluating the programs that they produce themselves. The production produced by Grabag residents with GrabagTV is then broadcast through the transmitter at the Grabag District Office. The airtime that airs alternately with TVRI or RCTI, by taking a four-hour relay time per GrabagTV. The programs are very close to the people of Grabag, such as the activities undertaken at the sub-district level or the people's entertainment held by each hamlet in the Grabag region.

TABLE I. PROGRAM BROADCAST OF GRABAGTV

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Program</td>
<td>Every Monday,</td>
</tr>
<tr>
<td>Sinetron Program</td>
<td>Wednesday, and Friday</td>
</tr>
<tr>
<td>News Program</td>
<td>15.00 to 18.00 VHF5 and</td>
</tr>
<tr>
<td>Talkshow</td>
<td>VHF7</td>
</tr>
<tr>
<td>Featured Program</td>
<td></td>
</tr>
<tr>
<td>Grabag Olah Vocal</td>
<td></td>
</tr>
<tr>
<td>(Singing Competition)</td>
<td></td>
</tr>
<tr>
<td>Genuk-genuk Roso (Reality Show)</td>
<td></td>
</tr>
<tr>
<td>Campursari (Local Entertainment)</td>
<td></td>
</tr>
<tr>
<td>Head of Grabag Village</td>
<td></td>
</tr>
<tr>
<td>Election</td>
<td></td>
</tr>
<tr>
<td>Counseling of Agricultural</td>
<td></td>
</tr>
<tr>
<td>by Local Government</td>
<td></td>
</tr>
<tr>
<td>Islamic Local Lecture</td>
<td></td>
</tr>
</tbody>
</table>

A. History of GrabagTV

GrabagTV is a community-based Community Television that utilizes blankspot as an opportunity to broadcast. Although it has been established since 2004 until now, has not also get a license broadcasting official. But the existence of Television Community is still exist, as evidenced from the still active activities of production and broadcast via Internet Television.

GrabagTV's membership structure consists of Grabag citizens with various professions. Even voluntary and not given any wages. GrabagTV founders are active in educating people who are members of the structure in order to professionally broadcast production. Although only with simple equipment, GrabagTV can broadcast well. This organizational structure is retrieved the latest data from the GrabagTV Profile in 2014.

Citizen-based communities make GrabagTV its own uniqueness. As in the Documentary Film "Small World In The Box" about the life of Grabag people attached to GrabagTV. Television The community has successfully introduced broadcast media to rural areas. Community management and programming by citizens of Grabag make clear evidence that television belongs to anyone. Moreover, as a democracy, the public should be aware of the rights and obligations in fulfilling public information. GrabagTV has carried out this awareness process to the Grabag citizens and is slowly able to change the citizen's point of view on the importance of information media that elevates locality and local culture.

B. The Dynamic of Licensing

GrabagTV is a community-based Community Television that utilizes blankspot as an opportunity to broadcast. Although it has been established since 2004 until now, not to mention the official broadcast permit. This television still exists, proved to be still active production and broadcasting activities via Internet Television.

GrabagTV's membership structure consists of Grabag citizens with various professions. It is nothing. GrabagTV founders are active in educating people who are members of the structure to be professionally broadcast production. Although only with simple equipment, GrabagTV can broadcast well. This organizational structure is retrieved the latest data from the GrabagTV Profile in 2014.

Citizen-based communities make GrabagTV its own uniqueness. As in the Documentary Film "Small World In The Box" about the life of Grabag people attached to GrabagTV. Television The community has successfully introduced broadcast media to rural areas. Community management and programming by citizens of Grabag make concrete proof of the television of
awareness process to the Grabag citizens and is gradually able to change the citizen's point of view on the importance of media information that elevates locality and local culture.

C. Internet Television Transition

The transmitter used by GrabagTV used the VHF5 channel and in 2009 it changed to VHF7. GrabagTV took turns broadcasting analogues with national private television channels. Based on Law No.32 of 2002 which recognizes the existence of Community Broadcasting Institution, both Television and Radio. GrabagTV continues to advocate in obtaining fixed frequency allocations. Technical provisions that have been regulated in more detail in Government Regulation No.51 of 2005 actually complicate the existence of Grabag TV Television Community.

As in Article 5, paragraph 1, "The LPK broadcast radius is limited to a maximum of 2.5 kilometers from the transmitter site or with a maximum effective radiation power of ERP (fifty watts)." The regulation only limits broadcast coverage without considering the different geographic and population conditions in different parts of Indonesia. The area of Grabag District is more than 2.5 kilometers and the distance between houses is not too close. This requirement is deemed less relevant for Community TVs in rural areas such as GrabagTV. In contrast to urban areas where the distance between houses coincide and more dense. Even so GrabagTV keeps broadcasting regularly through fifty-watt assembled transmitters that reach only a seven kilometer radius.

Advocacy efforts in submitting licenses have been made by GrabagTV to KPID Central Java. But it never worked and never got enlightenment in forming a dynamic space for GrabagTV. In the midst of GrabagTV's struggle to get analog broadcasting permission, many Grabags now use Television Subscription. Television subscriptions have offered more television broadcasts when compared to VHF antennas so GrabagTV is losing its audience.

When GrabagTV and other Community TVs are experiencing the complexity of analog broadcasting licensing in the Central Java KPID. At the same time, Kominfo also discusses the Implementation of Terrestrial Digital Television Broadcasting of Free Paid (Free to Air). Then passed by the MoCI through Permenkominfo RI No.32 of 2013 on Organizing Digital Television Broadcasting and Multiplexing Broadcasting through Terrestrial System. The existing analog broadcasts will be diverted to digital so as to enable multiplexing systems. Through a multiplexing system, an analog frequency channel can be used from six to twelve digital frequency channels.

GrabagTV as a Community TV looking of the condition of this digital broadcasting switch as an opportunity. This Community TV realizes that it is in a low bargaining position in the presence of KPID in obtaining analogue frequency. If GrabagTV continues to force it to get terrestrial broadcasting permission then it will only waste time. This digital broadcasting transition is used by GrabagTV to no longer utilize analog broadcasting. However try to use an alternative medium that can approach digital broadcasting. By transforming into Internet TV with the site www.grabagtv.com.

IV. DISCUSSION

The content of the more ndeso and local GrabagTV programs is favored by Grabag residents as compared toRCTI or TVRI broadcasts. More understandable language and Grabag news which is more needed by the citizens. Compared to political discussions, corruption news in the Jakarta area, or Jakarta-style sinetro more broadcast by National Private TV outside Grabag there. As in 2007, this Community TV broadcast live Pilkades process or Village Head Election in Grabag. From the beginning to the end GrabagTV aired this five-year-old election event. This broadcasting is a very worthy information to be heard, whether by the citizens of Grabag as the owner of the votes and high officials of the Village Government.

In broadcasting broadcast Pilkades also actively involve some Grabag citizens who have skills in the field of broadcasting. It affects the openness of the government to be covered by its own citizens thereby increasing the sense of responsibility for the ranks of Village Government Grabag. Through the phenomenon becomes one of the foundations of GrabagTV community TV in providing color as a broadcasting solution in the country. GrabagTV's own response is excellent among Grabag people.

V. CONCLUSION

GrabagTV as Television Community-based communities have a role in running media literacy as well as fulfilling local information needs for Grabag citizens. The need for information and media literacy is very impossible to find in mainstream television based in Jakarta. The procurement of Community TV has become a relevant innovation and is accepted by local residents. The diffusion or form of spreading done by GrabagTV is quite effective. By actively engaging citizens as well as being a disseminator of information to other citizens. Especially with rural areas, the
distribution of word of mouth is much more effective than the leaflets, advertising on billboards, or other forms of ‘urban promotion’. Overall using this diffusion innovation strategy is successful because it is able to change the social system of Grabag people. From the original not yet understood about the media, even now not infrequently citizens are involved in the production as well as implementing citizen-based media literacy.

ACKNOWLEDGMENT

This research is dedicated to the faculty of social sciences and political science, University of Gadjah Mada, Yogyakarta.

REFERENCES


[38] Webster, James G; Patricia F.Phalen; and Lawrence W.Lichty. 2006. Rating Analysis : The Theory and Practice of Audience Research
