行政院所屬各機關出國報告（出國類別：會議）

出席 2017 年伊斯蘭廣播電視
監理機構合作論壇（IBRAF）
第五屆年會暨國際會議報告

服務機關：國家通訊傳播委員會

姓名職稱：何吉森 委員

　　　　　陳美靜 電臺與內容事務處科員

派赴國家：印尼萬隆

出國期間：106 年 2 月 20 日至 2 月 24 日

報告日期：106 年 5 月 23 日

摘　　要

伊斯蘭廣播電視監理機構合作論壇（the OIC Broadcasting Regulation Authority Forum, IBRAF）第五屆年會暨國際會議在 2017 年 2 月 21 日至 23 日於印尼西爪哇省首府萬隆舉行，本會由何吉森委員率陳美靜科員代表參加。本次**會議由印尼廣播電視委員會(Indonesian Broadcasting Commission，印尼文簡稱 KPI)與 IBRAF 共同主辦**，KPI 主委 Yuliandre Darwis 甫接任 IBRAF 主席，為推廣 IBRAF 的影響力，KPI 除了邀請非會員如本會及韓國通訊傳播委員會（Korea Communication Commission, KCC）出席外，亦以學術研討會形式邀請不同國家業者、學者及學生出席。

　　KPI 在行程首日安排了市區觀光及開幕晚宴，以軟實力彰顯亞非團結及多元文化。市區觀光率先安排參訪 1955 年間接促成不結盟運動的亞非會議博物館，60 多年前亞非會議主張團結合作、反帝反殖民的精神，間接呼應本次年會促進世界和諧的宗旨。到了晚間，則在印尼西爪哇省省長 Ahmad Heryamwn 官邸進行開幕晚宴，餐敘之餘並安排與會者進行印尼傳統樂器安格隆（Angklung）合奏，隨著和諧樂章飄揚，與會者親身感受印尼文化多樣性。

　　「促進世界和諧的媒體」為 2 月 22 日國際會議主題，會議合計有 30 國超過 150 名代表出席，各國代表皆對假新聞影響國家程度表達憂心，甚至伊斯蘭晌禮的祝禱詞也提到相關訊息。如何讓媒體以自律強化社會責任，並介接人民媒介素養教育，都是討論的不同可能。另外有關媒體促成世界和諧的作用方面，韓國也透過影視產業跨國合製的政策分享，表達媒體在促進不同文化相互了解的重要性。

　　第三日行程為 IBRAF 第五屆年會與學術論壇併行，年會僅限 IBRAF 會員參與，會中將促進世界和諧的目標落實到政策執行，討論建置廣電資料庫細節及會務等；學術論壇則由 KPI 與印尼巴查察蘭（Padjadjaran University）大學合辦，邀請不同國家業者及學者，就 KPI 定位以及韓國媒體多元文化呈現進行反思。

　　本次赴印尼萬隆除參與正式會議外，另有相當多軟性交流互動機會，除了印尼官方、學界代表外，韓國 KCC 主委也對本會未來與其更深入互動交流表示歡迎，本次出國心得有六：

（一）團結交流，讓亞非再次偉大
（二）發揮軟實力，借鏡韓國內容產製政策
（三）批判思考，反省媒體意識型態及觀點
（四）扎根教育，強化民眾媒體素養能力
（五）展望南向，加強東南亞各國交流

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壹、前言

　　伊斯蘭廣播電視監理機構合作論壇（the OIC Broadcasting Regulation Authority Forum, IBRAF）為伊斯蘭合作組織（Organisation of Islamic Cooperation, OIC）底下的附屬組織，成立目的在於促進廣電監理機關交流合作，並投注心力在尊重多元文化、避免伊斯蘭恐懼症（Islam phobia）等議題上。IBRAF 創設於 2011 年，2017 年召開第 5 屆年會。

軟性活動暖場，彰顯亞非團結及多元文化

　　IBRAF 第五屆年會暨國際會議在 2017 年 2 月 21 日至 23 日登場，由印尼廣播電視委員會(Indonesian Broadcasting Commission，印尼文簡稱 KPI)及 IBRAF 共同舉辦。KPI 在行程首日上午安排參訪 1955 年間接促成不結盟運動的亞非會議博物館，60 多年前亞非會議主張團結合作、反帝反殖民的精神，間接呼應本次年會促進世界和諧的宗旨。到了晚間，則在印尼西爪哇省省長 Ahmad Heryamwn 官邸進行開幕晚宴，餐敘之餘並安排與會者進行印尼傳統樂器安格隆（Angklung）合奏，隨著和諧樂章飄揚，與會者親身感受印尼文化多樣性。

「促進世界和諧的媒體」國際會議，重視媒體專業表現

　　在 2 月 22 日的「促進世界和諧的媒體」國際會議合計有 30 國超過 150 名代表出席，各國代表皆對假新聞影響國家程度表達憂心，甚至伊斯蘭晌禮祝禱詞中也提到相關議題。如何讓媒體以自律強化社會責任，並介接人民媒介素養教育，都是討論的不同可能。另外有關媒體促成世界和諧的作用方面，韓國也透過影視產業跨國合製的政策分享，表達媒體在促進不同文化相互了解的重要性。

年會暨學術論壇，實際作為搭配批判省思

　　2 月 23 日的議程為 IBRAF 第五屆年會與學術論壇併行，年會僅限 IBRAF 會員參與，會中將促進世界和諧的目標落實到政策執行，討論建置廣電資料庫細節及會務等；學術論壇則由 KPI 與印尼巴查察蘭（Padjadjaran University）大學合辦，邀請不同國家業者及學者，就 KPI 定位以及韓國媒體多元文化呈現進行反思。

　　本次赴印尼萬隆除參與正式會議外，另有相當多軟性交流互動機會，以下說明本報告結構：

一、前言　　　　　　　　　　　　　二、伊斯蘭合作組織介紹
三、伊斯蘭廣播電視監理機構合作論壇　四、2017 年 IBRAF 第五屆年會
　　介紹
五、交流與互動　　　　　　　　　　六、結語

貳、伊斯蘭合作組織介紹

伊斯蘭廣播電視監理機構合作論壇（the OIC Broadcasting Regulation Authority Forum, IBRAF）為伊斯蘭合作組織（Organisation of Islamic Cooperation, OIC）底下的附屬組織，為了解 IBRAF 整體運作背景，以下先就 OIC 進行介紹。

依據 OIC 官方網頁[1]介紹，OIC 在全球擁有 57 個會員國，橫跨全球四大洲，OIC 集合了穆斯林世界的各個國家，以促進國際和平與和諧的精神，努力維護並保持穆斯林世界的利益，OIC 組織會員國詳下表 1：

表 1 OIC 會員國

非洲 27 國	烏干達	貝南	布吉納法索	查德
	多哥	突尼西亞	阿爾吉利亞	吉布地
	塞內加爾	蘇丹	蘇利南	索馬利亞
	加彭	甘比亞	幾內亞	幾內亞比索
	葛摩聯盟	喀麥隆	象牙海岸	利比亞
	馬利	埃及	摩洛哥	茅利塔尼亞
	莫三比克	尼日	奈及利亞	
亞洲 25 國	約旦	阿富汗	阿拉伯聯合大公國	印尼
	烏茲別克	伊朗	巴基斯坦	巴林
	汶萊	孟加拉	塔吉克	土庫曼
	沙烏地阿拉伯	敘利亞	伊拉克	阿曼
	巴勒斯坦	吉爾吉斯	卡達	哈薩克
	科威特	黎巴嫩	馬爾地夫	馬來西亞
	葉門			
歐洲 3 國	亞塞拜然	阿爾巴尼亞	土耳其	
南美洲 2 國	蘇利南	蓋亞那		

資料來源：本報告整理自 OIC 官方網站（至 2017 年 3 月止）

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[1] http://www.oic-oci.org/page/?p_id=52&p_ref=26&lan=en

從歷史脈絡觀察，由突厥人所建立的鄂圖曼帝國從 13 世紀到 19 世紀稱霸全球舞臺，極盛時期的領土橫跨歐亞非三洲，鄂圖曼帝國繼承東羅馬帝國文化，並實行伊斯蘭現代化改革，是該時期唯一能挑戰歐洲基督教力量的勢力，但鄂圖曼帝國到了 19 世紀因經濟結構崩壞，終不敵近代化歐洲列強的衝擊而瓦解。一次世界大戰後歐洲殖民勢力為伊斯蘭世界所帶起的民族主義，造成穆斯林原本一統的社群紛紛建立民族國家，整體伊斯蘭社群因而分裂成現代國家個體。

然而泛伊斯蘭主義（Pan-Islamism）仍企圖重建伊斯蘭世界的團結與單一性，從 OIC 官方網站中說明可見，OIC 有著無上的榮耀，將伊斯蘭眾多國家社群（Ummah）統合為一，藉由支持全球超過 15 億穆斯林的心靈，積極代表穆斯林與聯合國及其他國際組織協商合作、解決衝突及爭端、並大力倡導消除對穆斯林的歧視及誤解。即便政治的伊斯蘭統一社群不復存在，但文化宗教意識依然普及，OIC 設立有如伊斯蘭聯合國，以伊斯蘭為主要認同，相互合作落實伊斯蘭社群實質意涵。

1969 年 8 月 21 日自認為是上帝使者的澳大利亞公民羅翰（Rohan），在耶路撒冷的阿薩克清真寺（Al-Aqsa mosque）縱火，被捕後他表明縱火動機在摧毀清真寺，使以色列的猶太人得以重建聖殿，加速耶穌基督第二次降臨[2]。在縱火事件之後，同年 9 月 25 日在摩洛哥拉巴特（Rabat）舉行的伊斯蘭領袖會議中，便決議成立伊斯蘭合作組織（OIC），維護穆斯林世界權益。

OIC 第一次外交部長會議（Islamic Conference of Foreign Minister, ICFM）在 1970 年舉行，會中決議將 OIC 常設性組織總部設於沙烏地阿拉伯的吉達（Jeddah）。1972 年會議中通過了伊斯蘭組織憲章，憲章規範了組織目標、原則以及目的。在過去 40 年裡，OIC 從 30 個成員國增加到 57 個成員國，隨著世界局勢發展，憲章也經歷不同修訂，最近一次乃為了迎接 21 世紀到來，調整內容成為 OIC 未來行動綱領。

OIC 認為伊斯蘭在 21 世紀面對許多挑戰，為了逐一克服難關，2005 年 12 月在麥加舉行的伊斯蘭高峰會第三屆特別會議中，便提出了 2016-2025 年的十年行動綱領藍圖（OIC-2025）。這份 OIC-2025 十年行動綱領藍圖中，規畫了 18 個優先領域以及 107 個目標，其中優先領域包含和平與安全、阿勒斯坦和聖城、扶貧、反恐怖主義、投資與金融、糧食安全、科學與技術、氣候變遷及可持續性、穩健節制、文化及宗教和諧、婦女賦權、伊斯蘭人道主義聯合行動、人權及治理等。

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[2] http://newsstore.fairfax.com.au/apps/viewDocument.ac?page=1&sy=nstore&kw=denis+michael+rohan&pb=all_ffx&dt=selectRange&dr=entire&so=relevance&sf=text&sf=headline&rc=10&rm=200&sp=nrm&clsPage=1&docID=news951006_0037_9138

OIC 組織內的常設機構包含：伊斯蘭高峰會、外交部長理事會、總秘書處、科學技術委員會、經濟貿易委員會、資訊文化委員會；OIC 專門機構另包含伊斯蘭開發銀行、伊斯蘭教育科學及文化組織、伊斯蘭廣電聯盟、國際伊斯蘭新聞社……等；而為了加強 OIC 成員國在各領域間的合作，另有如伊斯蘭廣播電視監理機構合作論壇(IBRAF)、伊斯蘭經濟論壇、伊斯蘭銀行協會等附屬機構，OIC 詳細組織列表請見下表 2。

表 2　OIC 組織列表

OIC			
常設組織	伊斯蘭高峰會	外交部長理事會	總秘書處
	科學技術委員會	經濟貿易委員會	資訊文化委員會
子機構	國家統計、經濟、社會研究與培訓中心	歷史、藝術和文化研究中心	伊斯蘭工業大學
	貿易發展中心	國際法學院	團結基金
專責機構	伊斯蘭開發銀行	教育科學及文化組織	廣電聯盟
	科學技術與創新組織	國際新月伊斯蘭委員會	國際伊斯蘭新聞社
附屬機構	工業農業商會	資本和城市組織	團結體育聯合會
	國際學校聯合會	船東協會	青年對話與合作論壇
	童軍聯合會	國家顧問聯合會	世界科學院
	銀行和金融機構理事會	電算緊急應變小組	標準和計量研究所
	水泥協會	伊斯蘭大學	稅務機關協會
	房地產聯盟	廣電監理機構合作論壇	

資料來源：本報告自行整理自 OIC 官方網站

OIC 總秘書處作為 OIC 常設性行政幕僚單位，秘書長一職的重要性可見一般。秘書長由會員國推舉而出，目前秘書長為第 11 任。第 10 任秘書長 Iyad Madani 在 2016 年 11 月因健康因素辭職，同月，擔任過沙烏地阿拉伯社會事務部部長的 Yousef Ahmed Al-Othaimeen 接任秘書長一職，歷任秘書長清單如下表 3：

表 3　OIC 歷任秘書長清單

任次	姓名	國別	就職年
1	H.R.H. Tunku Abdul Rahman	馬來西亞	1971
2	H.E. Hassan Al-Touhami	埃及	1974
3	H.E. Dr. AKG	塞內加爾	1975
4	H.E. Habib Chatty	突尼西亞	1979
5	H.E. Syed Sharifuddin Piazda	巴基斯坦	1985
6	H.E. Dr. Hamid Algabid	尼日	1989
7	H.E. Dr Azeddine Laraki	摩洛哥	1997
8	H.E. Dr. Abdelouahed BELKEZIZ	摩洛哥	2001
9	H.E. Dr. EKMELEDDIN IHSANOGLU	土耳其	2005
10	H.E. Iyad Ameen Madani	沙烏地阿拉伯	2014
11	H.E. Dr. Yousef bin Ahmad Al-Othaimeen	沙烏地阿拉伯	2016

資料來源：本報告自行整理自 OIC 官方網站

參、伊斯蘭廣播電視監理機構合作論壇介紹

因應數位匯流帶來的自由化及解管風潮，以及亞洲、非洲區域因人口優勢逐步在全球佔有愈發重要角色， OIC 於 2012 年 4 月決定成立「伊斯蘭廣播電視監理機構合作論壇」(the OIC Broadcasting Regulation Authority Forum, IBRAF)，希望透過合作及討論共同面對傳播監理的挑戰及機會。

IBRAF 組織成員包含印尼、孟加拉、巴基斯坦、沙烏地阿拉伯、伊朗、伊拉克、土耳其、卡達等東南亞、南亞、中亞、西亞及非洲合計 32 個伊斯蘭國家廣播電視監理機關，會員國全球分佈詳下圖 1：
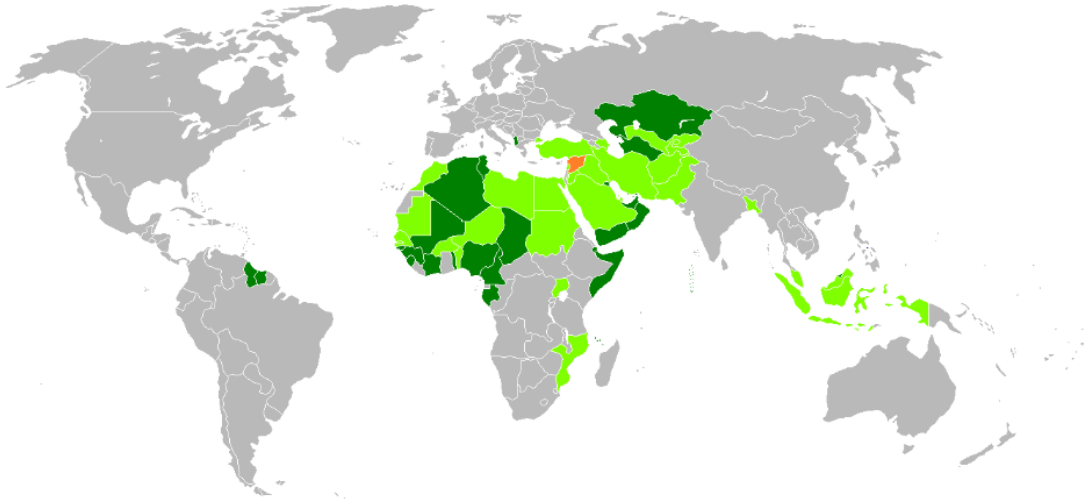

圖 1 IBRAF 會員國全球分佈圖

IBRAF 成立的目的主要在促進廣電監理機關間的合作、建立廣電主題相關訊息交流平台、及提供各國關切之多元文化、兒少保護及伊斯蘭恐懼症(Islam phobia)等議題之對話場域。

2011 年 IBRAF 創設會議在土耳其伊斯坦堡召開，相關組織章程則是在 2012 年沙烏地阿拉伯吉達(Jeddah)召開的第二屆年會上通過，第三屆及第四屆年會分別於摩洛哥馬拉喀什（Marrakech）以及沙烏地阿拉伯吉達舉辦，印尼廣播電視委員會(Indonesian Broadcasting Commission，印尼文簡稱 KPI)主任委員 Mr. Yuliandre Darwis 在第四屆年會中獲選為 IBRAF 主席，會議並決議由印尼主辦第 5 次年會，會議地點訂於印尼萬隆（Bandung）。IBRAF 歷次年會地點詳下表 4：

表 4 IBRAF 歷次年會地點

屆次	地點	國家
創設會議	伊斯坦堡	土耳其
第二屆	吉達(Jeddah)	沙烏地阿拉伯
第三屆	拉喀什（Marrakech）	摩洛哥
第四屆	吉達(Jeddah)	沙烏地阿拉伯
第五屆	萬隆（Bandung）	印尼

第五屆年會暨國際會議由目前擔任 IBRAF 主席的印尼 KPI 主委 Yuliandre Darwis 進行規劃，為了達到促進對話以及和諧交流目的，除了 IBRAF 原本成員外，非伊斯蘭國家如南韓以及我國也獲邀出席，Yuliandre Darwis 更在年會舉行的同時辦理學術論壇，讓印尼當地學者及業者得以藉由國際會議的交流，深入探討不同面向的傳播議題。本次年會暨國際會議出席代表同時包含政府官員及業者，出席國家包含印尼，合計有 30 國，詳下表 5：

表 5 IBRAF 第五屆年會出席國家

非洲 9 國	貝南	多哥	蘇丹	索馬利亞
	甘比亞	幾內亞比索	摩洛哥	茅利塔尼亞
	莫三比克			
亞洲 13國	約旦	阿富汗	孟加拉	沙烏地阿拉伯
	伊拉克	巴勒斯坦	香港	馬來西亞
	蒙古	新加坡	南韓	中華民國
	印尼			
歐洲 7 國	土耳其	波士尼亞與赫塞哥維納	捷克	德國
	義大利	葡萄牙	塞爾維亞	
南美洲 1 國	厄瓜多			

肆、2017 年 IBRAF 第五屆年會

　　IBRAF 第五屆年會暨國際會議於 2017 年 2 月 21 日至 24 日在印尼西爪哇省首府萬隆（Bandung）揭幕，與會出席國家合計有 30 國。本屆會議主題為「促進世界和諧的媒體」，會議除伊斯蘭國家代表參與外，為尋求與其他國家在視聽媒體領域進一步合作的機會，也邀請非伊斯蘭國家廣電監理機構代表與會，例如韓國通訊傳播委員會(Korea Communication Commission, KCC)及我國國家通訊傳播委員會(NCC)。

　　本屆年會暨國際會議首日以軟性的市區觀光帶領與會代表認識萬隆市，並以 1955 年召開的亞非會議博物館作為市區觀光介紹重點，由亞非會議保衛和平的目的呼應本次年會的促進和諧。首日晚間則在印尼西爪哇省省長官邸舉行開幕晚宴；次日由各國代表在「促進世界和諧的媒體」會議中分享；第三日則同步進行 IBRAF 第五屆年會以及以「媒體素養、規管與願景」為主題的論壇，其中年會僅限 IBRAF 會員參加。議程說明如下表 6：

表 6 IBRAF 議程

2017 年 2 月 21 日		
10:00 - 15:00	市區觀光	亞非會議博物館、市長官邸公共建設等介紹
19:00 - 21:00	開幕晚宴	於印尼西爪哇省省長官邸舉行
2017 年 2 月 22 日		
09:00 - 12:30	「促進世界和諧的媒體」國際會議開幕式	各國代表致詞： • 印尼廣電監理機構 KPI 主委 • 印尼西爪哇省省長 • 印尼資通訊部部長 • 印尼海洋事務部部長 • 馬來西亞副總理 • 土耳其廣播電視委員會主委 簽署「從萬隆到世界-媒體世界和諧宣言」 印尼與韓國簽署雙邊合作協議 MOU
12:30 – 13:30	午餐	
13:30 – 17:00	「促進世界和諧的媒體」國際會議	與會代表分享： • 摩洛哥視聽傳播管理局主委 • Trans Media 創辦人暨 CT Corps

		Group 主席
		• 南韓 KCC 主委
		• Trans Media 創辦人
		• 印尼廣電監理機構 KPI 委員
		• 紐西蘭 M Webb 法律事務所創辦人
		• Discovery Networks Asia Pacific 總裁
		• ABC International 商業發展部資深經理
		• IBRAF 主秘
19:00 – 21:00	歡迎晚宴	於萬隆市市長官邸舉行
2017 年 2 月 23 日		
09:00 – 17:00	IBRAF 第五屆年會 「媒體素養、規管與願景」論壇	年會與論壇同步舉行

一、2017/02/21 IBRAF 第一天議程

1. 市區觀光

　　由於政治經濟因素的影響，當今國際傳播主流媒體多以歐美立場發聲，伊斯蘭合作組織廣電監理合作論壇（IBRAF）作為伊斯蘭合作組織（OIC）的附屬單位，期望促進廣電監理機關間的合作，觀察組織成立脈絡，不難理解背後目的乃為長期受到忽略的伊斯蘭民族爭取發言權。理解這樣的背景之後，便會發現本次 IBRAF 年會暨國際會議在第一天安排市區觀光，並以亞非會議博物館作為介紹重點，格外具有意義。

　　第二次世界大戰後，民族自決風潮四起，1955 年 4 月 18 日至 4 月 24 日，來自亞洲和非洲的第三世界國家合計 30 國，304 位代表在印度尼西亞萬隆召開的國際會議，也是有史以來亞非國家第一次在沒有殖民國家參加的情況下討論亞非事務的大型國際會議，主要討論保衛和平，爭取民族獨立和發展民族經濟等各國共同關心的問題。亞非會議主要目的是促進亞非國家之間的經濟文化交流，並共同抵制美國與蘇聯的殖民主義和新殖民主義活動，間接促成不結盟運動。

　　獨立後 10 年後，印尼以亞非會議作為第一次舉行的國際型會議，會議的舉行除了證明印尼國家實力之外，《亞非會議最後公報》中，提出了處理國際關係的十項原則，包含：反帝反殖民、爭取民族獨立、維護世界和平、團結合作、共同鬥爭等崇高思想，被稱之為「萬隆精神」。這個「萬隆精神」不僅呼應本次 IBRAF 第五屆年會促進世界和諧的主題，其中亞非會議裡反歐美殖民的概念，也暗示著對於主流國際媒體裡歐美立場當道的不滿。

圖 2　IBRAF 第五屆年會與會代表攝於亞非會議博物館。拍照地點為 1955 年亞非會議會場，背景為亞非會議各出席國家國旗

2.開幕晚宴

　　IBRAF 第五屆年會暨國際會議開幕晚宴 2 月 21 日晚間在印尼西爪哇省省長官邸舉行，官邸建於 1920 年，由荷裔建築師 J. Gerber 以新古典風格設計，官邸印尼文為「Gedung Sate」，其中「Sate」指印尼傳統美食沙嗲，印尼當地人民一般也以「沙嗲塔」來稱呼這棟建築，究其原因，乃民眾認為從空中俯瞰這座官邸，樣貌如同沙嗲形狀一般。

　　開幕晚宴席間，本會代表何委員吉森與印尼西爪哇省省長 Ahmad Heryawan 進行交流，對於本會首次參與 IBRAF 會議表達謝意。在宴席過後，除了印尼廣電監理機構（KPI）主委致詞之外，西爪哇省省長則以印尼文、英文、以及阿拉伯文三種語言向各國與會代表表達誠摯歡迎之意。

　　國際會議除了促成各國交流外，對於主辦國而言也是展現軟實力的重要時機。在開幕晚宴中，印尼同時安排了傳統竹製樂器安格隆（Angklung）表演，主持人帶領與會貴賓搖晃個人手中安格龍，以不同音階譜出樂章，音樂隨著不同國籍、不同膚色的各國代表搖晃傾洩而出，所謂「和諧世界」這個 IBRAF 第五屆年會的主題於焉體現。

左上圖 3　本會代表何委員吉森與印尼西爪哇省省長進行交流

右上圖 4　印尼西爪哇省省長官邸外貌

左下圖 5　開幕晚宴現場與會代表一齊演奏安格隆

二、2017/02/22 IBRAF 第二天議程

1. 「促進世界和諧的媒體」國際會議開幕式

(1). 《治癒世界》

　　IBRAF「促進世界和諧的媒體」國際會議在 2 月 22 日上午進行開幕式，大會安排印尼巴查察蘭大學（Padjadjaran University）合唱團演唱印尼國歌與《治癒世界》（Heal the World）為活動拉開序幕。本次會議從展演、祝禱、到大會議程，無不緊扣「世界和諧」的主題，合唱團演唱《治癒世界》的歌詞中提到：

> 治癒這世界，使它成為更好的地方
> 為你、為我，也為了全人類
> 不斷的有人死去
> 如果你真心關懷生者
> 為你，為我，創造一個更美好的地方

　　除了演奏者悠揚的歌聲之外，大會也以飽受各地戰亂之苦的無辜孩童做為背景，與會代表在視聽氛圍的營造下，重新思考媒體究竟該把世界帶往何處。

(2). 伊斯蘭晌禮與假新聞

　　此外，IBRAF 以伊斯蘭成員為主，對伊斯蘭民族而言，晌禮是日常生活中重要儀式，因此在本次 IBRAF 國際會議中，晌禮的安排也同樣慎重，年會暨國際會議開幕晌禮在祝禱者的吟唱中，除了祈求賜福本次會議成功、與會者平安喜樂外，針對近期在全球發酵的假新聞議題，也被納入祝禱詞當中：

> 信主的人啊！
> 如果一個反叛真主、邪惡的人帶著一個新訊息來找你，
> 驗證它吧，
> 以免你傷害無知的人，及以後對你做的事留下遺憾。

圖 6　合唱《治癒世界》(Heal the World）

圖 7　Muzammil Hasballah 帶領與會者一起祝禱

2. 印尼部會代表致詞

在本次 IBRAF「促進世界和諧的媒體」國際會議開幕式中，印尼相關重要部會首長咸皆與會致詞，從廣電監理機構 KPI 主委 Yuliandre Darwis、資通訊部部長 Rudiantara、西爪哇省省長 Ahmad Heryawan、到海洋事務部部長 Luhut Binsar Pandjaitan 都親自出席，可見印尼政府對於本次會議的重視。

(1). 廣電監理機構 KPI 主委致詞

廣電監理機構 KPI 主委暨 IBRAF 現任主席 Yuliandre Darwis 博士指出，1955年在印尼萬隆舉行的亞非會議對亞洲及非洲國家而言是重要的歷史時刻，各國代表為了反殖民、獨立自由及尊嚴而合作。62 年後的今天，各國代表同樣為了世界和諧的目的齊聚一堂，雖然仍有許多需要努力的部分，但出席者都值得為自己喝采。

(2). 資通訊部長致詞

在 KPI 主委 Yuliandre Darwis 說明本次 IBRAF 國際會議目的後，資通訊部部長 Rudiantara 則從媒體發展的重要性切入。印尼獨立後首任總統蘇卡諾（Soekarno）在 1962 年設立了首家無線電視臺，而印尼廣電蓬勃發展的時間點也與國內民主發展進程相扣連，隨著 1998 年民主化後要求多元發聲管道，印尼無線廣播電視臺數量增加兩倍，廣播電視臺數量則暴增三倍。至今印尼具有 10 家無線電視臺，除國營電視台外，分屬五家商業集團經營；廣播電臺則有超過 7000 家，除了唯一一家國營的全國性廣播電臺外，其他全部都是地方臺，其中光是首都雅加達就有超過 50 個廣播電臺。

隨著科技發展推演，數位化帶來的商機也開始受到印尼政府重視，2011 年印尼政府訂出了無線電視數位化計畫，期待在 2018 年完成數位轉換，然而由於民眾對於數位化認識不足，加上機上盒補貼爭議未果，目前印尼政府修正計畫目標為 2021 年完成 3600 萬家戶數位化，依此目標即便數位普及率僅佔約 60%，但已是全球第七大無線電視數位化收視人口。

由於無線電視為印尼民眾收視主流，至今觸及率仍佔 95%以上，因此雖然數位化進展仍在努力當中，但資通訊部長 Rudiantara 表示印尼政府仍努力讓民眾了解數位化後可帶來的便利性及客製化商機。此外，對

圖 8　印尼資通訊部部長 Rudiantara 致詞

於涉及頻譜規劃的行動通訊以及衛星傳輸，印尼政府也持續了解各國發展，同時關注於各類媒體呈現出的穆斯林形象，其中特別是對擁有超過 300 個原住民種族的印尼而言，媒體如何持平無偏見的報導，而不單單僅以一方觀點論述，對於印尼人民格外重要。

(3).海洋事務部部長致詞

印尼海岸線全長 54,720 公里，為臺灣海岸線總長 36 倍，屬全球海岸線第二長的國家，海洋事務經營成敗與否對印尼影響甚大。在本次 IBRAF 國際會議中，印尼海洋事務部部長 Luhut Binsar Pandjaitan 從印尼國內外政策，談到媒體對於政策推展的重要性，呼應本次會議中媒體在和諧世界扮演的角色。

在印尼海洋事務部部長致詞中提到，印尼境內已命名的島嶼超過 8000 個，若加上無名島，島嶼數量合計超過 17,000 個，這串赤道上的珍珠在 2012 年後與全球各國一般面臨經濟下滑危機，雖然經濟動能在 2016 年止跌，但如何促進不同島嶼上各別種族溝通、透過投資挹注，縮小貧富差距以及失業率，是政府當務之急。

印尼政府採取的措施包含控制物價、投入衛生、教育、及交通等基礎建設，期望維持貧富差距不超過 20%的目標，在追求經濟成長的同時，並不忽略均富的重要性，因為和諧世界的目標，必定以財富均衡為前提。

然而即便致力化解內政問題，來自國際的紛爭同樣困擾印尼，中東的戰火在印尼同樣蔓延，2000 年以來印尼發生 5 次重大恐攻，最近一次是在 2009 年炸彈客鎖定雅加達高級飯店發動自殺攻擊；此外，隨著中國崛起後的南海政策，南海爭議至今無解。

政府不論內政或外交作為，往往需要倚賴媒體傳遞消息，因此傳媒的專業及公正與否，便對民眾理解資訊有關鍵影響。如何與媒體維持和諧關係，甚至進而善用媒體資源，對政府部門是一大課題。然 IS 組織可算是在這部分發揮的淋漓盡致，印尼海洋事務部部長指出，IS 大量運用社群媒體招募成員並進行宣傳，其中尤其是恐怖訊息的傳播更是 IS 重要利

Type	Target	Objective	Strategy	Medium
Social Media	Potential supporters; Islamist radicals	Radicalisation; recruitment	Promoting viral behaviour & imitation	Social platforms (twitter,FB,etc)
Counter-information & communication of horror	Enemies of ISIS; informed audience	Terrorising; threatening; counter-narratives	Showing brutality; creating counter narrative	Video
Information Media	FTF; families of potential supporters; ISIS sympathizers	Normalisation; tactical & theological guidelines	Creating normalisation narrative of life under ISIS	Pdf documents (magazines, news, ebooks,etc)
Gamification	Digital youths	Socializing with ISIS	Game as a tool for normalisation & socialisation	Online games

ISIS Communication Strategy — Coordinating Minister for Maritime Affairs

Source: Lombardi, 2015

圖 9　印尼海洋事務部部長 Luhut Binsar Pandjaitan 提及之 ISIS 媒體傳播使用策略

器，因此社群媒體的消息真假兼具、良莠併陳，當中具引爆點的錯誤資訊更是快速散布，因此主流媒體擷取相關資訊時應完備確認程序，並有一定程度的平衡報導。

（4）. 廣電監理機構 KPI 委員分享

在本次 IBRAF 國際會議中，主辦單位 KPI 除了主委之外，另安排目前同時於印尼巴查察蘭大學國際關係學系擔任教授，並曾經有平面媒體記者經歷的 KPI 委員 Obsatar Sinaga 進行分享。

現年 48 歲的 KPI 委員 Obsatar Sinaga 由於具有平面媒體記者工作經驗，他初開門見山提到電視媒體的負面形象，從打鬥、毒品、到犯罪等，都對青少年具有一定影響。然為何媒體會傾向於呈現此類衝突性內容，Obsatar Sinaga 則從媒體集中的營利導向、商營媒體的廣告競爭、收視率影響導致瑣碎性內容普及加以分析。

至於該如何因應，Obsatar Sinaga 從政府、產業及消費者三個面向說明：在政府管制部分，裁處、法令規範、到新聞實務準則……等，政府都應負有責任。以印尼裁罰數量來看，2014 年有 184 件裁處案，2015 年有 267 件，其中在接到兩次警告後裁處暫時性停播的共有 4 次；至於產業面，公協會與媒體專業組織應發揮功效，提升媒體作為社會公器的責任，並在內部自律上面嚴加把關；最後在消費者面向，應強化民眾主動批判性思考的媒體素養，公民團體也應主動進行倡議。

Obsatar Sinaga 委員雖然以媒體負面形象開場，但在結尾時，他感性地分享了一段影片，短片劇情陳述生活中簡單的一個良善舉動，都能像美麗的花朵一般綻放、感染周遭所有人，而這些接收到良善氛圍的人們又再因為自己的義舉幫助身邊朋友，如此層層展開，社會便可因小小善行而變的美好。

圖 10　印尼 KPI 委員 Obsatar Sinaga 分享如何因應媒體負面影響

3.馬來西亞副總理致詞

身為 OIC 成員，馬來西亞副總理 Ahmad Zahid Mamidi 親自出席與會，他指出人們不可能完全消除偏見，但媒體仍可以在減少偏見方面發揮作用，各國政府必須容忍媒體對國家、區域和全球問題的評論和批評，因為要讓媒體負起世界和諧之責，必須有一個信任系統。堅持和平與和諧的普世價值觀，相關對話要不斷地進行。

他也提到主流國際媒體呈現的穆斯林形象多與衝突及戰亂有關，與真實穆斯林並不相符，各國應透過公共參與，強化媒體自律，並與媒體素養教育併行。國際主流媒體的資訊固然重要，但各國媒體若能堅守專業、善盡查證之責，提供具有倫理及意義的新聞內容，便能從地方開始展開對話。

此外，他認為社群媒體等科技應做為媒體專業人員的工具，媒體應透過大數據分析以及在地深入報導，呈現宏觀與微觀的不同視界。他更舉例，人們理解巴勒斯坦與以色列的衝突、伊朗發射飛彈、以及葉門政變等重要議題的角度是什麼？媒體若能以社會公器自居，提供不同思辨觀點，才能真正促進對話，達成和諧世界的目的。

圖 11　馬來西亞副總理 Ahmad Zahid Mamidi 在報
告中論及假新聞議題

4.韓國 KCC 主委致詞

韓國雖非屬伊斯蘭國家，但由於近年韓流(K-pop)風行全世界，韓國通訊傳播委員會（Korea Communications Commission, KCC）亦獲邀出席本次 IBRAF 第五屆年會暨國際會議。KCC 主委 Choi Sung-Joon 從韓國媒體收視行為趨勢變化談起，進一步分享韓國廣電政策作為、合製策略、以及與伊斯蘭國家合製合作得以促進彼此了解，呼應本次會議達成和諧世界的目的。

KCC 主委 Choi Sung-Joon 一上台便自豪地分享，網路社群媒體推特（Twitter）所列的 2016 年度電視劇排行榜中，韓劇《太陽的後裔》是唯一擠進前十的亞洲劇集，這部 2016 年排名第四的電視劇版權銷售超過 30 國，包含中國、日本、法國、德國、美國、澳洲、及臺灣……等。

Choi Sung-Joon 指出，隨著數位匯流科技發展，分眾收視趨勢明顯攀升，且由於行動載具普及，民眾可隨時、隨地、隨選、收視自己喜愛的內容，受到歡迎的韓流內容於是在全球風行。

KCC 作為韓國廣電監理機構，在 2008 年因應數位匯流以及確保公共利益目的而設立，KCC 最高決策單位為委員會，5 位委員中有 2 位是由韓國總統提名；1 位由議會執政黨提名；2 位由議會在野黨提名。委員會底下有五個業務部門，分別負責綜合規劃及合作事務、廣電政策、消費者政策、廣電基礎建設、以及行動普及調查。對於 KCC 而言，組織任務包含廣電頻譜管理、無線廣電政策、廣電新聞頻道監理、廣電節目推廣、商營電視節目評估；另外關於傳播市場調查、觀眾權益推廣、用戶個資保護及網路倫理等也屬於 KCC 業務範疇。

觀察韓國視聽市場，截至 2016 年 6 月為止，韓國無線電視臺共有四家，收視普及涵蓋韓國 1,905 萬家戶（韓國總家戶數為 1911 萬戶，普及率約 99.69%）；1995 年開播的有線電視共有 90 家業者，計有 1,385 萬收視戶；直播衛星業者有一家，收視戶數為 313 萬。2015 年廣電產業經濟規模達 15.32 兆韓元（約 383 億新台幣）。另韓國 IPTV 開播於 2008 年，共有三家業者，收視戶數為 1,220 萬，2015 年經濟規模為 190.88 億韓元（約 4.77 億新台幣）。

此外，韓國傳播政策與製造業發展相結合，為推廣 4K 高畫質電視，韓國在 2016 年決定了傳輸標準，2017 年開始 4K 先期計畫，預定在 2021 年完成 4K 電視全國佈建傳輸。
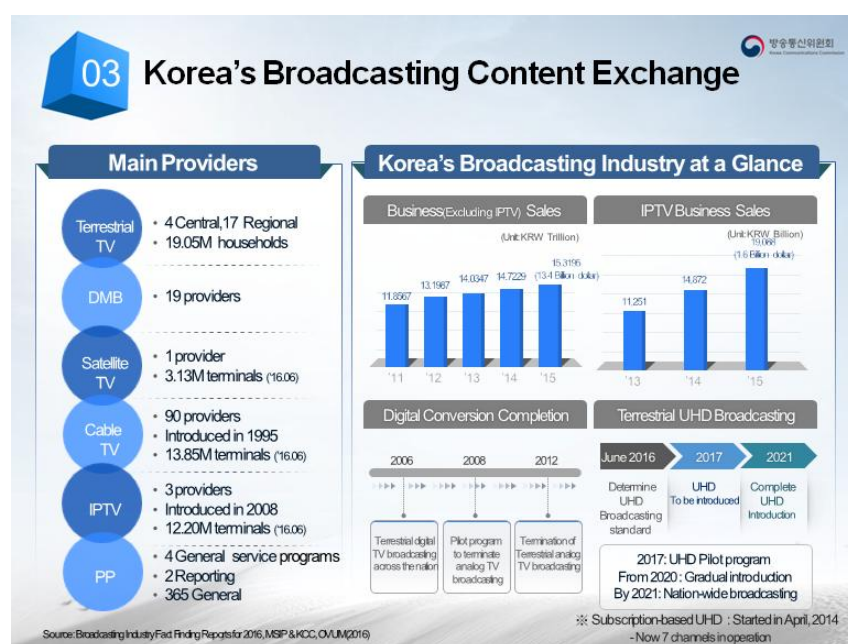
至於影視產品進出口部分，韓國在 1980 年代多自好萊塢進口，1990 年代則自臺

圖 12　韓國影視市場概況

17

灣、中國及日本進口，但從 1990 年代末期開始，在政府全力推展之下，韓國影視產品開始出口，出口地區除亞洲外，另包含中東、非洲等，出口類型則以戲劇為主，佔八成，另外娛樂類型節目次之，佔 14%。

韓國出口的影視產品具有兩項明顯特色，首先是節目類型多樣化，從戲劇到娛樂，從時裝到古裝皆俱；另外則是透過影視作品作為完整產業輸出，從最單純的影視節目輸出播映，進而拓展到節目版權、版型輸出，帶動編劇人才跨國合作，透過重製、合製等方式，將導演、編劇等製作團隊市場拓展到全球。

Choi Sung-Joon 提到韓國的合製政策帶來相當多的利基，首先是製作成本透過合製得以攤提，再者跨國合製的討論過程激發了不同的創意可能，且在過程中相關技術、知識的交流不僅強化輸入國的產業基礎，也拓展輸出國銷售市場。Choi Sung-Joon 認為，在經濟面向之外，這樣的合製交流對於增進國與國之間的了解也大有助益，其中如韓流風行，伊斯蘭世界因而開啟了認識韓國的動機，伊朗因而規畫了韓國週活動、赴韓國旅遊的穆斯林遊客增加。因此合製所帶來的絕非單邊利益，而是雙方互惠。

5. 韓國與印尼簽署 MOU

為落實韓國所稱之合製交流互惠，在本次 IBRAF 國際會議中，韓國與印尼同時簽署雙邊合作協議 MOU，除了會議分享的初步了解之外，進一步將產業互動落實到政策執行，而韓國為了完備本次 MOU 簽署作業，全團出席成員超過 10 位，其中處長級以上人數超過 5 人，慎重程度可見一般。
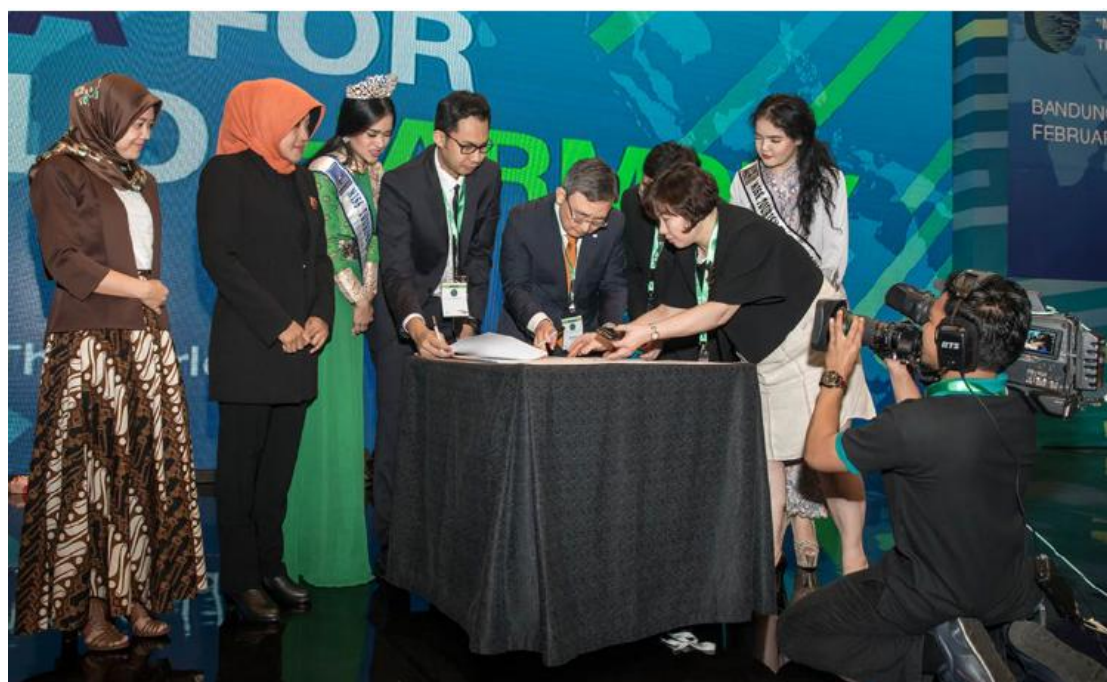

圖 13　韓國 KCC 與印尼 KPI 簽署 MOU

6.紐西蘭均衡監理架構議題分享

在本次 IBRAF 年會暨國際會議中,亞洲有線暨衛星廣播電視協會(CASBAA）同時有代表參與會議,其中來自紐西蘭的律師事務所創辦人 Malcolm Webb 便針對數位匯流下邁向均衡監理架構議題進行分享,並就目前多數國家面臨的網際網路與傳統媒體監裡落差提出觀察與看法。

Malcoln 開宗明義點出目前許多國家面對 Netflix、YouTube、iFlix 等業者進入市場,監理時可能遭遇的困境:所有提供內容服務的業者都可以有相同的監理方式嗎?如果真有所謂相同監理方式,那監理密度該為何?具體措施是什麼?

在思考問題的答案時,Malcoln 提醒大家幾個必須考量的要點,包含對消費者而言,服務是否相同?如果管制密度有異,是否會發生業者規避監理而造成監管套利的狀況?如果為了拉齊管制,而將原本適用於傳統廣電媒體的高密度規管方式套用在網際網路上,那麼是否可行?

Malcoln 以開放的方式提出各種可能,他指出如果監理架構是有差異的,那麼允許差異的可能標準會是:全區型媒體 vs.地區或利基型媒體;線性媒體 vs.非線性媒體;一般收視型媒體 vs.可由使用者自行編程瀏覽型媒體。此外,監理必須明確,且目的在於帶動產業發展,倘若監理過於細瑣導致成本過高、業者發展受限,那麼監理的必要性就需重新思考。

若以現況來看,傳統廣電媒體受到內容規管的狀況是最明顯的,而地區性的網際網路內容供應商受限於地區法令,部分也會遵循內容管理規範,但是跨國網路內容供應者及非法網路內容供應者便很明顯地未受到規管。然而在所謂理想均衡監理架構下,除了傳統廣電媒體、地區網路內容供應業者外,跨國網路內容供應者、甚至非法網路內容供應者都應在同一管制架構底下思考,Malcoln 便以下圖 14 區隔。

面對跨國網路內容供應者的監理困境是各國同樣必須處理的棘手議題,在分享中 Malcoln 提出幾點可能操作的方式:首先是自願性規範的訂定,從實務觀察,跨國網路內容供應商為維持商譽,並不樂見自己的公司名聲因為違背地區法令而受到影響,因此透過自律性規範的簽訂,可以達成某種效果的管制目標;其次則是從付費管道著手,即便是跨國公司,營運仍需有營收,因此如美國便在 2006年的非法網路博弈法中,禁止本地銀行及信用卡公司處理非法網路博弈服務之支付服務;再者透過網路服務供應商(ISP)進行流量管理也是部分國家可能採取的作法,這部分當然同時會涉及網路中立性以及國家管制的競合議題;另外從廣告下手也是一種作法,例如要求廣告主必須將廣告預算執行在合法的白名單網站清單內,也可有效防止本地公司或廣告代理商對於非法的網路服務內容供應者進

行廣告宣傳；最後則是國際合作，這樣的合作可以透過區域性論壇進行、降低管制成本，並協助不同國家謀求最大共識，促進彼此經驗及交流。

Application of content regulation

	Traditional Players	Domestic Internet Based Services providers	Overseas Internet Based Services providers	Illegal content providers (pirates)
Status quo	Yes	No (or partially, under rules designed for traditional players)	No	No
Equivalent framework	Yes	Yes	Partially	No
Ideal design	Yes	Yes	Yes	Yes (ideally they wouldn't exist)

圖 14　紐西蘭律師事務所 Malcolm Webb 提及之不同媒體類型之內容管制差異

面對跨國網路內容供應者的監理困境是各國同樣必須處理的棘手議題，在分享中 Malcoln 提出幾點可能操作的方式：首先是自願性規範的訂定，從實務觀察，跨國網路內容供應商為維持商譽，並不樂見自己的公司名聲因為違背地區法令而受到影響，因此透過自律性規範的簽訂，可以達成某種效果的管制目標；其次則是從付費管道著手，即便是跨國公司，營運仍需有營收，因此如美國便在 2006 年的非法網路博弈法中，禁止本地銀行及信用卡公司處理非法網路博弈服務之支付服務；再者透過網路服務供應商（ISP）進行流量管理也是部分國家可能採取的作法，這部分當然同時會涉及網路中立性以及國家管制的競合議題；另外從廣告下手也是一種作法，例如要求廣告主必須將廣告預算執行在合法的白名單網站清單內，也可有效防止本地公司或廣告代理商對於非法的網路服務內容供應者進行廣告宣傳；最後則是國際合作，這樣的合作可以透過區域性論壇進行、降低管制成本，並協助不同國家謀求最大共識，促進彼此經驗及交流。

在本次分享中，Malcoln 提出了澳洲、新加坡及紐西蘭的案例作為實證對照，說明如下：

澳洲 2012 年在該國匯流審查委員會最終報告中建議，匯流環境應採網路中立以適應新的服務，其中監理部分除了頻譜之外，不應對不同平台有任何差別監理，但是在內容部分，網路內容供應者在最低限度內應自行審核，一旦網站流量

達到每月 50 萬人次或是年營業額達到 5000 萬元者,就必須遵守國內既定之內容專業規範。

新加坡在 2012 年媒體匯流檢視最終報告中建議:所有廣電業者及網路內容供應者(除了使用者自創內容 UGC 及私人通訊外),皆應受到廣電法的執照規範規管,其中所謂許可的視訊服務(Audio Visual, AV)定義為專業 AV 內容,即向公眾提供服務及廣告,並提供具有可編輯控制權利之內容者(此部分與澳洲提案類似),而在新加坡市場提供服務的境外公司,或是從新加坡市場或取訂閱或廣告收益的業者,同等適用新加坡廣電法執照規管框架。

紐西蘭 2015 年針對匯流環境進行檢視,2016 年並宣布將提出匯流條例草案以解決內容隨選問題,其中廣電法的規管範疇將延伸至網路隨選內容(UGC 及新聞除外),並確保網路隨選內容遵循分級及內容規範的自律標準。

總結而言,Malcoln 認為監理機關有強烈理由推展一個技術中立、涵蓋不同媒介的公平均衡監理框架,其中的核心原則必須考量比例性、合理性、實用性等,並以促進用戶權益及產業發展為目的。實際操作上,可建構一個「均衡但具有差異性」的框架,依據不同服務功能,如線性/非線性;服務範疇或收入;內容是否可受編輯......等,設訂不同級別監理。至於境外網路內容供應者部分,各國仍需持續合作思索可能的良方。

7.跨國頻道業者分享

在促進世界和諧的 IBRAF 年會主題之下,如何透過跨國頻道展現並傳遞各國和諧樣貌也是個重點,因此在本次議程中同時邀請到國際知名頻道 Discovery 以及 ABC International 進行分享。

Discovery 亞太地區總裁 Arthur Bastings 指出,Discovery 在亞太地區以三個不同分眾群的頻道,擁有 7 億累積觀眾,遍及 37 個國家,其透過風情、野外生活、飲食以及傳統文化等不同面向,呈現在地和諧多樣面貌。

ABC International 東南亞事業發展部資深經理 Dian Islamiati Fatwa 則指出,由於她本身的血統,從小學習過程中她便一直是少數,但她其實並未意識到少數有什麼問題,直到 2002 年印尼巴里島爆炸案後,她透過新聞發現原來犯案兇嫌的血統與她接近,甚至是姓氏也相同,而從媒體報導中她感受到原來這個血統是暴力的,甚至這個姓氏的個性兇殘,但這與她從小認識真正身邊的人形象並不相符,於是她開始重新思考到底媒體如何呈現伊斯蘭形象。她認為即便網路媒體能夠有快速的互動與溝通,但是由於假新聞氾濫,因此很多資訊的可信度有待確認,因此傳統媒體更應透過專業把關,促進對話,平衡呈現各地多元樣貌。

8. 簽署萬隆宣言

　　1955 年來自亞洲和非洲的第三世界國家合計 30 國，304 位代表在萬隆召開的亞非會議，目的是促進亞非國家之間的經濟文化交流，並共同抵制美國與蘇聯的殖民主義和新殖民主義活動，會議最終提出了包含反殖民、民族獨立、團結合作……等處理國際關係的十項原則，為亞非地區國家重要的一次國際合作。

　　本次在 IBRAF 會議中，印尼廣電監理機構 KPI 也邀請印尼西爪哇省總督、萬隆市市長、海洋事務部部長、資通訊部部長、KPI 委員等共同簽署「從萬隆到世界-媒體世界和諧宣言」。

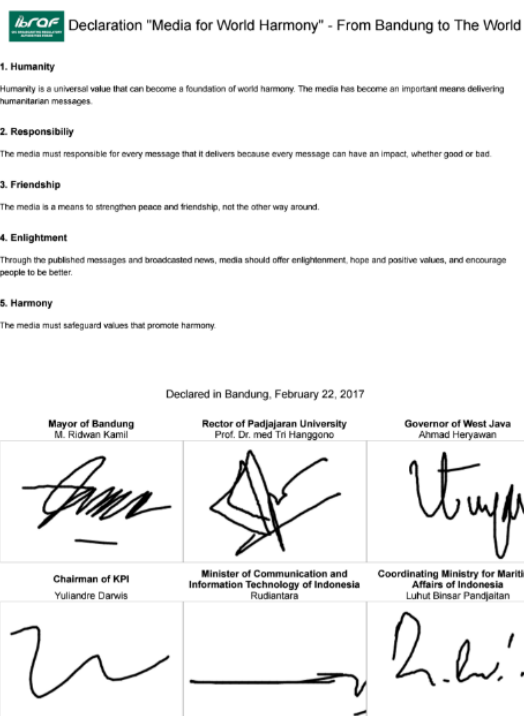　　宣言中強調媒體的人性關懷、專業責任、傳遞友誼、教育功能及促進和諧。延續了亞非會議的精神，更將其擴及應用在當代傳媒社會。

Ibraf Declaration "Media for World Harmony" - From Bandung to The World

1. Humanity
Humanity is a universal value that can become a foundation of world harmony. The media has become an important means delivering humanitarian messages.

2. Responsibiliy
The media must responsible for every message that it delivers because every message can have an impact, whether good or bad.

3. Friendship
The media is a means to strengthen peace and friendship, not the other way around.

4. Enlightment
Through the published messages and broadcasted news, media should offer enlightenment, hope and positive values, and encourage people to be better.

5. Harmony
The media must safeguard values that promote harmony.

Declared in Bandung, February 22, 2017

Mayor of Bandung M. Ridwan Kamil	Rector of Padjajaran University Prof. Dr. med Tri Hanggono	Governor of West Java Ahmad Heryawan
Chairman of KPI Yuliandre Darwis	Minister of Communication and Information Technology of Indonesia Rudiantara	Coordinating Ministry for Maritime Affairs of Indonesia Luhut Binsar Pandjaitan

圖 15 從萬隆到世界-媒體世界和諧宣言

三、2017/02/23 IBRAF 第三天議程

在 IBRAF 年會暨國際會議第三天議程中，大會以不同場地區分，同時舉行了年會以及學術論壇，年會僅限 IBRAF 成員出席，討論建立廣電資料庫、遴選下屆主席及主題等會務議程；學術論壇部分則由印尼廣電監理機構 KPI 與印尼巴查察蘭大學合辦，邀請不同國家學者，就廣電監理議題進行討論。

1. IBRAF 年會

根據 IBRAF 大會官網資料，擔任土耳其廣電最高委員會委員，同時為 IBRAF 秘書長的助理教授 Hamit Ersoy 在年會中除了歡迎所有與會者、同時感謝伊斯蘭合作組織籌辦第四屆年會、以及印尼 KPI 為第五屆年會的熱情付出。Ersoy 在致詞中簡要說明 IBRAF 論壇的舉行，在於確保區域及國際層面的合作，他並強調廣電媒體對於社會影響之大，若能透過對話形成共同廣電監理準則，將促進穆斯林社會間的緊密合作。

媒體素養分享

摩洛哥視聽傳播管理局（High Authority of Audiovisual Communication, HACA）主委 Amina Lemrini Elouahabi 博士在年會中針對媒體素養進行分享，當中細數各會員國有關媒體素養相關條例與應用。相關報告將提交給 IBRAF 並置於官網上，惠及所有會員國。

建置廣電資料庫

根據 2016 年 12 月 19 日至 22 日，在沙烏地阿拉伯吉達所舉行的伊斯蘭合作組織資訊部長會議（ICIM）決議，IBRAF 被授權作為伊斯蘭合作組織的視聽媒體觀察站，這個觀察站將為伊斯蘭合作組織的所有會員及觀察員，建立一個電視臺以及廣播電臺資料庫，資料庫並於 IBRAF 官方網站（www.oic-ibraf.org）上開放供人查閱。因此，IBRAF 將彙編來自伊斯蘭合作組織所有成員國和觀察員的電視臺和廣播電臺清單，以便為組織內視聽媒體服務領域的基礎建設及相關合作預為準備。資料庫的表單中除明列各國電視臺和廣播電臺，並將敘明相關屬性，如無線、衛星和有線電視；廣播電臺則區分類別（如新聞、宗教、兒少、體育、音樂、連續劇和購物）；另外也將區分國營或商營。除了已經分享的會員國外，所有 IBRAF 成員將再次被邀請，針對其所提供的資料庫清單列表內容，在 IBRAF 會議中進行分享。

圖 16　IBRAF 年會現場

簽署「促進包容並打擊恐怖主義與伊斯蘭恐懼症」媒體行為準則宣言

同樣在 ICIM 的會議上，第 12/11 號決議也邀請 IBRAF，以打擊恐怖主義的資訊角色，製定「媒體行為準則」，準則將含括媒體遇到恐怖主義的相關立法及法律程序。為此，在 IBRAF 年會中，各國代表因此簽署了「促進包容並打擊恐怖主義與伊斯蘭恐懼症」媒體行為準則宣言。該宣言首先強調現今世界各地暴力、恐怖與極端主義、仇恨言論、種族主義、仇外心理和伊斯蘭恐懼症的程度不斷增加，IBRAF 希望透過媒體負責任的表現確保並強化言論及資訊自由，特別是媒體報導涉及恐怖主義行為及威脅時，應採行之媒體行為準則。

此宣言除邀請 IBRAF 各廣電監理機構之成員，就打擊恐怖主義和伊斯蘭恐懼症等相關主題，持續分享經驗和交流最佳作法，並與媒體專業人員和機構展開密切合作外，另期望廣播和媒體專業人士，考量媒體可以在防止仇恨言論、煽動暴力和打擊恐怖主義及伊斯蘭恐懼症方面發揮重要作用。不要將「伊斯蘭教」與恐怖主義連結，或者在打擊恐怖主義時，使用伊斯蘭恐懼症之類的詞彙，例如將恐怖主義分子標記為「伊斯蘭」極端分子/基本教義派，或根據宗教派別區分如「什葉派極端分子」或「遜尼派恐怖分子」。

成員國及下屆主席

非洲的科摩羅和索馬利亞兩國在年會中提議成為 IBRAF 的會員，所有與會員

成員國一致同意並正式核定其會員資格。

　　各代表團對印尼廣電監理機關（KPI）的熱情款待和會議的出色安排表達由衷感謝。與會成員國一致同意印尼 KPI 主委 Darwis 博士的 IBRAF 主席任期延長一年。

2. 學術論壇

　　本次出席 IBRAF 國際會議的 IBRAF 非成員國，在 2 月 23 日的行程為參與學術論壇，此論壇由印尼巴查察蘭大學、韓國、土耳其、印尼產業代表及學者專家等，分別針對媒體前景及規管（Media Landscape & Regulation）、媒體品質及創新內容（Media Quality and Creative Content）主題分享相關內容。

土耳其業者分享

　　在本場次學術論壇中，首先分享的是兩位來自土耳其的業者，其中一位為衛星事業的行銷經理 Erdinç Akpınar，另一位則來自數位儲存及資料分析領域。在土耳其衛星市場部分，土耳其擁有 11 顆衛星，訊號涵蓋 118 個國家，3 億人口如下圖 17：
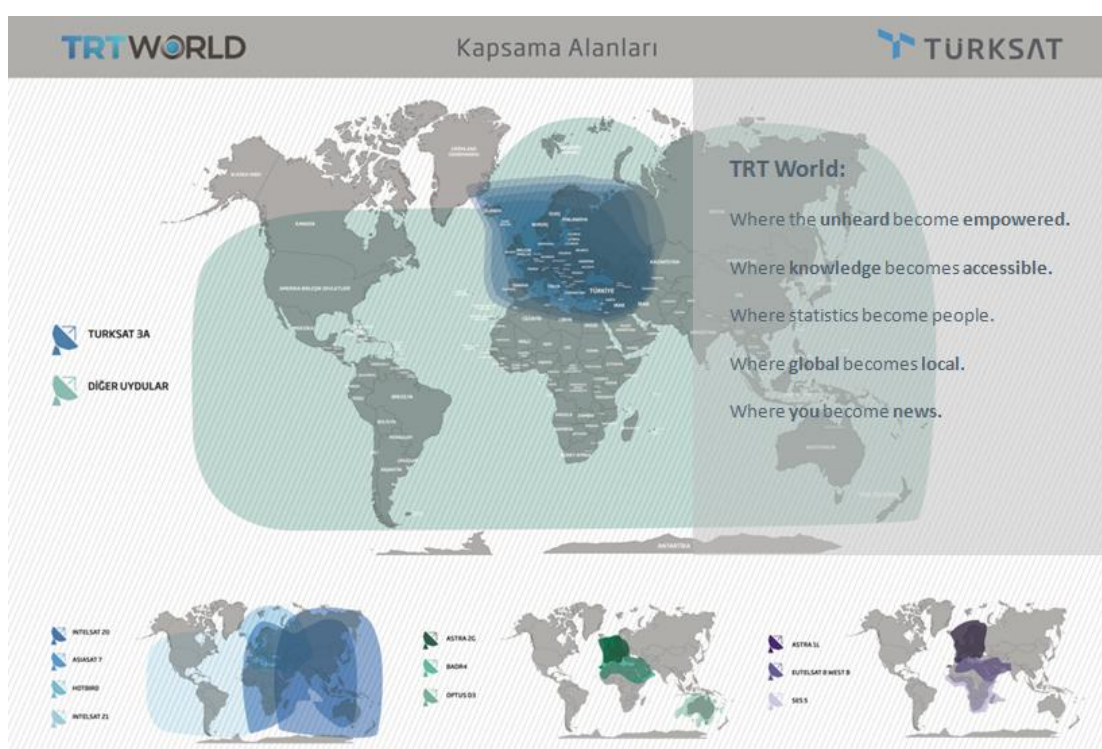

圖 17 土耳其衛星訊號涵蓋範圍

　　至於在數位儲存及資料分析部分，土耳其業者指出，數位化之後，以該國目前進展，同時儲存 500 個標準解析度 SD、高畫質解析度 HD、甚至超高畫質解析

度 UHD 以及 150 個廣播頻道的內容並沒有問題，其中透過預覽系統，傳播內容便可以全年全天候的監理。

KPI 前主委分享媒體角色

Dadang Rahmat Hidayat 博士目前為巴查察蘭大學傳播學系教授，曾任 KPI 前主委，同時為 IBRAF 創辦人之一。他以媒體與人權為題進行分享，指出食物及飲水等供應了人們的基本生活需求，但是要提升生活品質，就必須依賴資通訊傳播。隨著傳媒數位發展帶來的許多便利，但同時也影響了人們生活的很多不同層面，如果現今人們仍是依賴傳播媒體獲得資訊，那麼媒體應該將焦點放在怎麼樣的議題之上？Dadang 提到幾個令人深思的議題，如氣候變遷、環境汙染、社會衝突、公平議題、人口過剩、自然資源過度使用……等，都是影響全球上千上萬人民的重要議題，但是媒體花了多少心力批露？

Dadang 認為，媒體應該給予球性議題更多關注，並且以更寬廣及深入的視角進行報導，而政府及民眾也應該鼓勵媒體就公共利益進行探討，至於社群媒體，由於傳播快速，因此亞洲國家政府應就社群媒體使用部分進行更多的了解，避免社會衝突因為社群媒體的不當使用而增加。

韓國 KISDI 分享內容產製政策

鑒於本次 IBRAF 年會暨國際會議安排了印尼與韓國就廣電合作簽署 MOU，因此在本次學術論壇中也邀請韓國研究機構-韓國資訊社會發展協會（Korea Information Society Development Institute, KISDI）國際合作研究部執行部長 Kang Yahun 博士，就韓國內容產製議題進行分享。

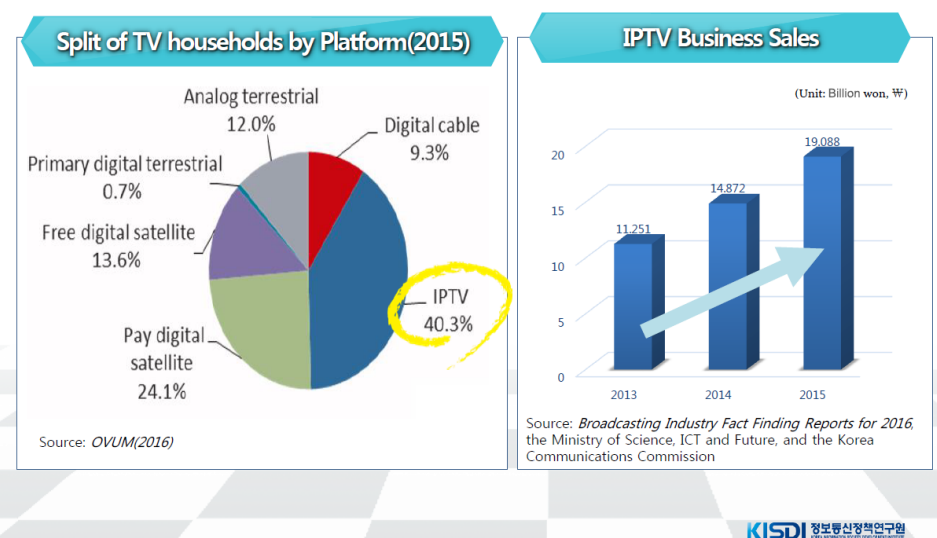Kang Hayun 從韓國近年影視產品進出口狀況談起，分享韓國促進內容產製的政策作為，特別在 IBRAF 的場合，促進媒體和諧為大會

圖 18 韓國廣電產業概況

主題,韓國政府透過跨國合製,增加不同國家對彼此文化的了解,與大會促進和諧的主題相契合。

韓國無線電視節目出口前三名國家分別為日本、中國及台灣,而進口則來自英國、美國及法國,以類型觀察,出口多以戲劇及娛樂節目為主,進口則包含了紀錄片、戲劇、電影等。

以韓國家戶收視平臺來看,截至 2016 年為止,透過 IPTV 收視的已佔 40.3%,其次依序為付費衛星電視 24.1%、免費數位衛星電視 13.6%、類比無線電視 12%、數位有線電視 9.3%及數位無線電視 0.7%（如上圖 18）。

從政策面向觀察,韓國透過強化本國自製節目來提升地方產制量能,搭配的政策便是海外內容合製的配額制度,依照韓國廣電法第五條國內製作放送節目之認定基準及程序,一旦節目財源三成以上由本國人出資,並符合相關製作人才國籍證明規定者,便可視為是本國自製節目,另外共同製作協定亦有相關規範。

一旦節目為本國產製或跨國合製的規範定義清楚後,民間可透過個別商營契約與韓國以外的業者進行合作,但這樣的方式容易因不同國情的法律或利潤分配產生爭議。為解決這樣的困擾,韓國透過政府的努力,直接以國與國的高度簽署跨國合作協議,除了可避免上述爭議外,並可建立完整的交流及協商機制,業者參與除可獲得保障外,同時可以在產製補助或是設備進口上佔有優勢。

面對各國自主意識與文化保護的浪潮,韓國為維持其韓流優勢,曾在烏拉圭回合貿易談判中,建議將影視「合製」列入最惠國待遇清單中,但未獲成功,遂由政府協同研究機構及媒體業者,在世界各國宣揚合製節目有促進文化交流、降低成本

Components of Korea's Co-Production Agreements with Other Countries

Classification	Korea-Singapore	Korea-EFTA	Korea-Cambodia	Korea-India	Korea-EU	Korea-Australia	Korea-New Zealand	Korea-China (Movies)
Definition	○	○	○	○	○	○	○	○
Authorized Entities	○	○	○	○	○	○	○	○
Approval of Co-Production	○	○	○	○	○	○	○	○
Participation	○		○	○	○	○	○	○
3rd Party Co-Production	○		○	○	○	○	○	○
Right to Benefits	○	○	○	○	○	○	○	○
Import of Equipment	○	○	○	○	○	○	○	○
Entry	○	○	○	○	○	○	○	
Contribution	○	○	○	○	○	○	○	○
Balance	○		○		○	○		
Ownership		○						
Sound Track	○	○	○					
Language (Subtitling)		○	○				○	
Credit	○		○				○	
Dispute Settlement				○	○		○	
Distribution	○	○	○				○	○
Status of Annex	○		○			○	○	○
Amendments	○		○	○		○	○	○
Exports		○						
Entry into Force	○		○	○			○	○
Producing First Edition	○		○			○		
Filming (+Location)						○	○	
Termination	○		○	○	○		○	○

Source: KISDI

圖 19 韓國 MOU 簽署國家其內容清單

與分享利潤的好處，藉簽署雙邊協定來推廣，

　　截至 2017 年為止，韓國已與十個國家簽署影視合製協議，對象包含歐盟、中國、澳洲、紐西蘭、印度、新加坡、泰國、越南、柬埔寨以及本次合作的印尼，範圍涵括影視製作、發行、著作權協商等，從產業鏈的上游到下游皆囊括，相關協議內容及簽約國家詳上圖 19。

　　由於跨國合製的政策不僅有利於國內影視產業出口收益，對於產製能量也有極大幫助，因此為達成推廣跨國合製的政策目標，韓國科技部、資通訊部、以及未來計畫部密切合作。在產製類型上韓國政府並未規範設限，但一旦雙方完成契約簽署，業者便須遵照合約內容製作，若業者獲選參與合製政策，除了有機會赴國外推廣影視產品外，在產製階段也有相關補助，每案補助上限為 1 億韓元（約 2,500 萬新臺幣）。

　　會議現場也有針對「韓流」何以如此風行提問，Kang Hayun 指出，韓國在 60、70 年代大量接受華文影視(包含臺、港劇等)輸入，韓國國內當時以抄襲相關內容為主，直到 90 年代後，為提升影視品質，在政府大力協助下，從經濟投資、影視產製人才培育到文化涵養全面的投入，並以無線電視以及付費電視節目供應者做為產業推動龍頭，匯集能量成為國家出口產品的重點。

　　Kang Hayun 最後以跨國合製帶來的多面向優點總結，相關優點包含降低產製成本與風險、分享產製知識、強化廣電產業競爭力、普及多樣化內容、滿足消費者需求、到促進跨國了解......等，呼應本次 IBRAF 年會主題。

韓國多元媒體形象的觀察

　　雖然韓流近年在全球持續發威，但本次學術論壇中，來自萬隆 UIN SGD 大學傳播與伊斯蘭廣電系的教授 Aep Wahyudin 則就韓國境內廣電內容呈現的文化多樣性進行省思及觀察。

　　Aep 指出南韓的跨國合製政策為政府由上而下主導，韓國境內對於尊重多元文化的倡議也是類似狀況。若要回溯歷史脈絡，則可發現隨著韓國面臨高齡化社會，出生人口下降，同時女性社會地位較以往提升，因此不婚、不生的問題在韓國發生，為解決此問題，原本對於移民政策相對閉鎖的韓國政府便開放了勞力及婚姻的移民限制。

　　雖然隨著政府政策開放，韓國境內多了許多多樣性民族的面孔，但懷抱移民美夢的東南亞勞動者仍有許多問題要面對，諸如工時長、工作地區偏遠等，並非進入韓國就是融入電視劇裡頭的繁華韓國都會生活。

　　此外，隨著政府政策推展，媒體開始對於多元文化有了進一步報導，但即便報導多了，街頭也確實多了很多不同樣貌的面孔，但是獨尊韓國的價值觀仍然存在，明顯所見便是必須說一口標準韓語、服飾必須跟隨韓國潮流而走。

因此 Aep 認為，雖然韓國媒體看似呈現多元文化的樣貌，韓國也有諸如菲律賓出生的明星嶄露頭角，但在價值觀上並非真正多元，對於多元文化的尊重及接納仍然有待加強。

印尼 KPI 角色定位

在本次學術論壇中，同樣有學者討論分析印尼廣電監理機構 KPI 的角色及定位。在 2002 年印尼廣電法頒布後，KPI 便掌理廣播電視內容監督業務，細項業務包含設立廣電節目標準、行為指導原則、依相關準則進行監理、並與其他部門、廣電業者及民眾進行合作。

KPI 位在印尼資訊局底下，單位內有約 1200 名職員，除了辦公總部外，另有各地的區域辦公室，在 KPI 工作的職員有通過國家考試者，但也有面試即錄取的行政人員，如九位 KPI 委員的助理及秘書等。

為制定廣電監理規範內容，KPI 頒布了廣電節目標準行為準則（Code of Conduct of Broadcasters and Broadcast Program Standards，P3SPS），並呈為印尼廣電內容的「聖經」，裡頭限制的內容包含髒話、假新聞、以及兒少禁止接觸之內容等。

雖然廣電監理的「聖經」出現了，但 KPI 其實並非印尼廣電產業的單一監理機構，首先是新聞局同樣擁有制訂新聞倫理準則的權限，並可依此準則受理民眾對於新聞報導的申訴案件，以 2014 年印尼總統大選而言，新聞局便曾因報導偏頗進行裁處；此外，由印尼廣告產業相關業者組成的非政府組織-印尼廣告局，同樣擁有對違法廣告裁罰的權利。

由此可見，KPI 並非印尼廣電監理的單一機構。

伍、交流與互動

　　出席國際會議，除了了解相關議題國際發展情勢外，會議期間，主動與出席來賓互動交流，建立真誠的友誼關係，也是有效發揮出訪人力財力、提高國際舞臺能見度的重要課題。透過面對面意見溝通，建立國與國之間連繫的管道，對於日後國際業務推展是關鍵基礎的第一步。

　　鑒於我國新南向政策之 18 個標的國家中，部分為伊斯蘭教國家，其中包含印尼、孟加拉等亦皆出席與會，因此本次出席期間，我國代表也把握機會，搭建新南向政策溝通橋樑，並且拓展人脈，強化我國傳播政策發展。相關交流說明詳下圖：

圖 20　本會委員何吉森(右)與印尼西爪哇省省長 Ahmad Heryawan(右)交流，為表達本會感謝之意，何委員並贈送相關贈品。

圖 21　何吉森委員(右)與印尼 KPI 主委暨 IBRAF 主席 Yuliandre Darwis 博士(左)互動。何委員表示很高興能有機會與印尼交流，Darwis 則提到 2016 年在澳門 CASBAA 年會中很遺憾沒有見到本會代表，很高興這次我們能夠到訪印尼，對於未來雙方的合作他也相當期待。

圖 22 IBRAF 會議午餐期間，何吉森委員(右)與韓國 KCC 主委 Choi Sung_Joon(中)交流。何委員表示本會與韓國放送通訊審議委員會(KCSC)簽署 MOU，每年固定參與圓桌論壇，希望未來與 KCC 來也能有相關交流。韓國 KCC 主委 Mr. Choi Sung_Joon 表示未來本會若至韓國，歡迎至 KCC 交流訪問。

圖 23 何吉森委員(右)與印尼廣電監理機構 KPI 委員 H. Obsatar Sinaga 博士(左)互動。何偉員透過折頁介紹本會，談到內容監理時，KPI 委員進一步詢問何委員會於他簡報分享內容的看法，何委員表示本會 2016 年出席韓國 KCSC 圓桌論壇時，亦關注仇恨言論，這部分與 KPI 委員提及的歧視性扭曲報導都是同樣需要持續關心的。

圖 24 何吉森委員(左)與印尼巴查察蘭大學教授 Dadang Rahmat Hidayat 交流。Dadang Rahmat Hidayat 除為大學教授外，同時為印尼 KPI 前任主委暨 IBRAF 創辦人之一，他很開心在會場上看到台灣政府代表，在得知何委員同樣具有教職身分後，期待未來印尼與台灣除了官方交流外，也可有相關學術交流。

圖 25 何吉森委員(右)與韓國研究機構-韓國資訊社會發展協會(KISDI)國際合作研究部執行部長 Kang Yahun 博士(左)交流。何委員表達本會 2017 年針對如何促進本國自製節目公布了相關辦法,希望能更進一步了解韓國政策作為參考。Kang Hayun 期待雙方能有進一步交流,互相學習了解。

圖 26 何吉森委員(右)與印尼巴查察蘭大學新聞系教授 Maimon Herawati(左)互動。Maimon Herawati 為學術論壇下午場次論壇的主持人,在休息時間主動與何委員交談,她提及雖然韓劇在印尼流行,但仍有不少印尼在地民眾喜愛收看台灣影視作品。以她個人觀察,韓劇及日劇重視時尚感以及爭奪衝突,但台灣的作品往往強調家庭價值,這類價值其實深受不少印尼民眾所重視。她並表示有機會希望能邀請台灣代表分享台灣相關經驗。

陸、結語

臺灣作為移民社會，截至 2016 年底已雇用 62 萬餘東南亞工作者，若加計 17 餘萬名來自東南亞，因婚姻關係而進入臺灣社會的新住民，臺灣社會已有將近 80 萬來自東南亞的朋友，即便新南向政策已為政府目前致力推展的目標方向，但其實臺灣整體社會對於東南亞文化的了解仍然相對有限。

2017 年本會有幸接獲 IBRAF 邀請，首次出席在印尼萬隆舉辦的第五屆 IBRAF 年會暨國際會議，透過三天的會議期程，與來自 30 個伊斯蘭國家，超過 150 位代表交流，了解伊斯蘭國家廣電監理的政策立場，並以近距離貼身觀察伊斯蘭文化不同於一般國際傳媒中呈現的樣貌，收穫不可謂不豐。

回顧此行過程，主要觀察與心得說明如下：

一、團結交流，讓亞非再次偉大

此次會議在印尼萬隆舉行，萬隆係 1955 年第一次亞非會議地點，第二次世界大戰結束後，亞非會議的召開，目的在促進亞非國家之間的經濟文化交流，並共同抵制當時歐、美的殖民主義和新殖民主義活動，間接促成不結盟運動。60 年後，主辦單位有意無意藉此精神抗衡現今美國川普(Donald Trump)總統倡議之美國優先主義，及正在崛起之歐洲極右勢力，並提出「從萬隆出發，讓亞非再次偉大」的豪語。

偉大不是只有呼喊口號，伊斯蘭從團結社群開始，成立伊斯蘭合作組織（Organisation of Islamic Cooperation, OIC），連結橫跨全球四大洲的 57 個會員國，並以聯合國的規模設立常設組織、專責機構及附屬機構如外交部長理事會、伊斯蘭開發銀行及廣電監理機構合作論壇（the OIC Broadcasting Regulation Authority Forum ,IBRAF）等專責單位，其中 IBRAF 便肩負起廣電監理機構合作交流、防範伊斯蘭恐懼症等重要任務。

印尼廣電監理機構（Indonesian Broadcasting Commission，印尼文簡稱 KPI）成功舉辦 IBRAF 第五屆年會暨國際會議，除了邀請 OIC 成員國及非伊斯蘭國家之亞洲國家代表與會外，會中並簽署「促進包容並打擊恐怖主義與伊斯蘭恐懼症」媒體行為準則宣言，強調透過媒體負責任表現確保資訊自由，避免造成伊斯蘭刻板印象，另年會決議建置含括 OIC 成員國及觀察員國的電視臺與廣播電臺資料庫，從盤點傳播業者開始，作為未來廣電政策結合的準備。

二、發揮軟實力，借鏡韓國內容產製政策

印尼廣電監理機構 KPI 透過本次國際會議，與韓國通訊傳播委員會（Korea Communications Commission, KCC）簽署廣電合作備忘錄(MOU)，MOU 的簽署除了彰顯印尼廣電國際合作績效外，同時可見韓國影視產業國際市場推展的雄心。

韓流（Korea-pop）近年席捲全球，韓國影視作品亦大量外銷各國，相關政策推導除了帶來經濟利益、拓展市場外，對於整體產業量能也有極大提升，且由於影視作品的推廣，加速不同國家間的相互了解，政策便同時符合本次 IBRAF 第五屆年會主題-促進和諧。

此次韓國派出龐大代表團，大會除安排 KCC 主委 Choi Sung-Joon 於開幕演說發表韓國合製節目(co-production)之政策推導外；另邀請韓國資訊社會發展協會（Korea Information Society Development Institute, KISDI）之國際合作研究部執行部長 Kang Yahun 博士暢談合製節目之目標與協議規範，說明韓國如何創造韓流，並強調國家若欲擘劃影視產業，應從經濟（一定規模之資金注入）、技術（政府與產業及研究機構合作）與文化（作出自己的作品文化內涵）三方面併行著手。

面對各國自主意識與文化保護的浪潮，韓國為維持其韓流優勢，曾在烏拉圭回合貿易談判中，建議將影視「合製」列入最惠國待遇清單中，但未獲成功，遂由政府協同研究機構及媒體業者，在世界各國宣揚合製節目有促進文化交流、降低成本與分享利潤的好處，藉簽署雙邊協定來推廣，目前已知有新加坡、印度、歐盟、澳洲、紐西蘭、中國等合計 10 國與其簽署合製協定，其以國家隊之姿，積極拓展市場，結合產、官、學界共同努力，值得借鏡。

三、批判思考，反省媒體意識型態及觀點

雖然全球刮起韓風，韓國影視產業的國際合製推展也在某種程度可以促進不同國家相互了解，但究竟這樣的了解是影視作品輸入國了解韓國的多？抑或韓國真的了解影視作品輸入國？其實可以有更多討論。

本次國際會議的學術論壇場次中，便有印尼萬隆 UIN SGD 大學教授 Aep Wahyudin 對此提出不同觀點。韓國在開放移民限制以及推展影視產業國際合製的脈絡下，政府主導了政策推展，雖然走在韓國街頭的東南亞工作者多了，跨國合作 MOU 也持續簽署，但韓國社會裡潛藏的獨尊韓國意識仍強，言談必須是標準的韓語，衣著必須以韓國時尚為依歸，所謂多元似乎僅為表象。

除了韓國之外，西方主流媒體意識形態也在本次 IBRAF 國際會議中持續受到質疑，IBRAF 開幕式中簽署的萬隆宣言，便是為了防範伊斯蘭恐懼症，回頭思考

伊斯蘭恐懼症的由來，其實就是透過西方主流國際媒體的影像、言詞、及意識型態一點一滴建構而成。

觀諸現今國內新聞媒體在國際新聞取材上，多偏向英美主流媒體之意識與觀點，值得省思。在不對稱的資訊下，我們更要獨立思考，除強烈譴責任何形式的恐怖主義犯罪和不理性行為，並應採取必要措施，培養並鼓勵不同文明、文化和個人間的寬容、對話及合作政策。

四、扎根教育，強化民眾媒體素養能力

批判性思考不會憑空發生，它需要同時仰賴從基層累積的媒體素養能力加以建構。本次 IBRAF 國際會議中，不論是馬來西亞副總理 Ahmad Zahid Mamidi、KPI 委員 Obsatar Sinaga 都提到人民媒體素養能力的重要性，除了透過公民團體加以倡議外，產業公協會及媒體專業組織也應一併投入，鼓勵批判性及知識性的媒體內容。

特別是隨著近年社群媒體快速發展，網路訊息真假不一，良莠不齊，尤其當印尼在 2017 年舉行一連串地方首長選舉，網路爭議訊息對於政府的影響力就更為明顯。與會代表同時指出，不論是透過業者查核或是政府介入都有其極限，真正治本之道仍需透過強化民眾媒體素養能力，一旦民眾具備判斷訊息真偽的能力，網路爭議訊息的影響便能降低。

五、展望南向，加強東南亞各國交流

政府提出新南向政策，東協國家駐我國代表曾表示僅有經濟投資不夠，臺灣應該要多暸解東南亞國家的民情與文化。文化具有無遠弗屆的力量，而影視節目亦是最能傳遞文化的載具，在媒體交流方面，我國 2001 年的「流星花園」電視劇曾在印尼引起廣大迴響，2015 年「我的少女時代」電影在印尼亦引起關注，然近年僅見臺資數位影音平台威望國際與全球 OTT 數位內容平臺 Netflix 攜手進入新加坡、印尼市場，整體而言臺灣仍缺乏投入東南亞資通傳市場的完整策略規畫。

反觀日、韓，其由國家組隊，官方與民間併進，無不為了爭取東南亞這個滿溢年輕人口的新興市場，其中韓國早在 2014 年便由電信業者 SK Planet 與印尼第二大電信業者 XL Axiatn 合作推出線上購物平台 Elevenia。2016 年韓國樂天企業(Lotte)更是積極投資印尼電影城；而日本在 2016 年也透過 C Channel，從流行美妝切入印尼的電子購物及購物頻道。當日、韓等國皆以經濟規模的重要性跨足東南亞，但觀諸台灣，對於東南亞的討論仍多侷限於在臺幫傭或是從事勞動產業的議題。

從本次本會代表出席 IBRAF 年會暨國際會議的不同場合中，仍可感受到印尼當地對於臺灣影視內容曾經帶給他們的驚艷與美好，放眼未來，本會或可從相關研討會及國際型會議之舉辦，邀請印尼等東南亞國家廣電監理單位出席，拉近彼此距離，甚至未來進一步在通傳廣電政策規畫時，攜手文化部或經濟部等部會，在新南向的政策方向下，擘劃整體產業與東南亞連結的可能型態，相信如此不論是推進經濟發展或是促進多元文化了解，皆可達一箭雙鵰之效。

Connecting Cultures through Content
In a Globalized World

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Bringing the world together through content exchange

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with Islamic Countries

방송통신위원회
Korea Communications Commission

01 Beloved Korean Content

Descendants of the Sun

2016 Top Trending TV Shows
(Twitter)

1. Game of Thrones

2. The Walking Dead

3. Grey's Anatomy

4. Descendants of the Sun

5. Master Chef

- The only Asian TV show on Twitter's list
- License sales to more than 30 countries around the world including China, Japan, France, Germany, the U.S., Australia, etc.

02 Changing Media Landscapes & Content Exchange

Changes in Media Environment

- Digital technology development and broadcasting-communications convergence diversify consumers' content media and channels → Growing significance of content

- Access to diverse content anytime, anywhere through a variety of media

Korea's cultural content, such as Kpop, concerts, and TV programs are recognized globally

Growing significance of content

afreecaTV
NETFLIX
tving YouTube
kakaoTV
pooq
twitter
facebook

K-POP

02 Changing Media Landscapes & Content Exchange

Significance of Broadcasting Content Exchange

- Enhanced national image
- Better understanding of others
- Added value creation from ripple effect
- Stronger cooperation through content exchange

Korea's Broadcasting Content Exchange

Regulatory Agency– Korea Communications Commission

Overview

Establishment and Purpose

- : Established in 2008 under the President to proactively respond to convergence and ensure broadcasting freedom and public interest

Committee Organization

- : Consists of five commissioners: two appointed by the President, three recommended by the National Assembly (1 by ruling party and 2 by opposition parties)

Organization

Chairman (1)

Vice Chairman (1)

Standing Commissioner (3)

| Planning and Coordination Office | Broadcasting Policy Bureau | Consumer Policy Bureau | Broadcasting Infrastructure Bureau | Mobile Distribution Investigation Bureau |
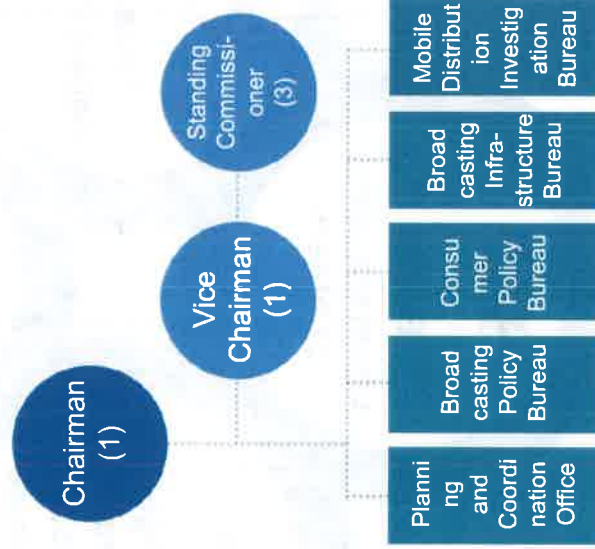
Main Tasks

- Policies on broadcasters of terrestrial, general service program, and news broadcasting channels

- Policies on TV commercials, programing evaluation, and broadcasting promotion

- Investigation of the broadcasting-communications market and user protection, viewers' rights promotion, personal information protection, and Internet ethics

- Broadcasting spectrum management

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03 Korea's Broadcasting Content Exchange

Main Providers

Terrestrial TV
- 4 Central, 17 Regional
- 19.05M households

DMB
- 19 providers

Satellite TV
- 1 provider
- 3.13M terminals ('16.06)

Cable TV
- 90 providers
- Introduced in 1995
- 13.85M terminals ('16.06)

IPTV
- 3 providers
- Introduced in 2008
- 12.20M terminals ('16.06)

PP
- 4 General service programs
- 2 Reporting
- 365 General

Korea's Broadcasting Industry at a Glance

Business (Excluding IPTV) Sales
(Unit:KRW Trillion)
15.3195 (13.4 Billion dollar)

- '11 : 11.8567
- '12 : 13.1987
- '13 : 14.0347
- '14 : 14.7229
- '15

IPTV Business Sales
(Unit:KRW Billion) 19.088
(1.6 Billion dollar)

- '13 : 11,251
- '14 : 14,872
- '15

Digital Conversion Completion

- 2006 — Terrestrial digital TV broadcasting across the nation
- 2008 — Pilot program to terminate analog TV broadcasting
- 2012 — Termination of Terrestrial analog TV broadcasting

Terrestrial UHD Broadcasting

- June 2016 — Determine UHD Broadcasting standard
- 2017 — UHD To be introduced
- 2021 — Complete UHD Introduction

2017: UHD Pilot program
From 2020: Gradual introduction
By 2021: Nation-wide broadcasting

※ Subscription-based UHD : Started in April, 2014
- Now 7 channels in operation

Source: Broadcasting Industry Fact-Finding Reports for 2016, MSIP & KCC, OVUM(2016)

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03 Korea's Broadcasting Content Exchange

Broadcasting Content Viewing of New Media

Fibre Connections Penetration

(Unit: %)

Japan	Korea	Latvia	Sweden	Norway	Estonia	Iceland	Spain	Portugal	Finland
74	73	62	52	36	35	30	30	29	29
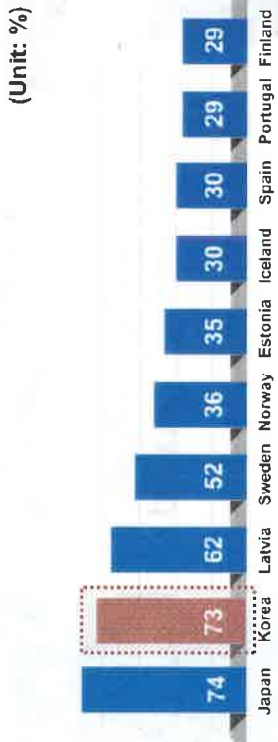
Source: OECD Broadband Portal

Smartphone Penetration

(Unit: %)

Korea	Australia	Canada	US	GB	Spain	Israel	Germany	Chile	France
88	77	74	72	71	68	67	65	65	60
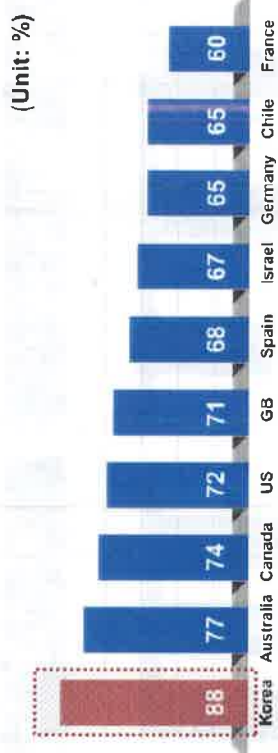
Source: Pew Research Center(2016)

< Emergence of Diverse OTT service providers >

oksusu tving pooq GOMTV

olleh tv kakaoTV WATCHA PLAY afreecaTV B tv mobile

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03 Korea's Broadcasting Content Exchange

Korea's Broadcasting Content Exchange at a Glance

1980s	1990s	2000s	2010s
Imports from Hollywood	China	Japan, Taiwan South East Asian countries Middle East	Europe Africa

Export by Genre (2015)

Export

Drama 80%

Entertainment 14%

- Drama
- Documentary
- Animation
- Entertainment
- Education
- Cultural
- Report
- Sport
- Music
- Others

Import by Genre (2015)

Import

Drama 31%

Movie 53%

- Drama
- Documentary
- Animation
- Movie
- Entertainment
- Education
- Cultural
- Report
- Sport
- Others

» **Asia-centered** exchange with countries such as China, Japan, etc.

» **Global expansion** with a variety of countries e.g. Middle East, America, Europe

Source: Broadcasting Industry Fact Finding Reports for 2016, MSIP & KCC

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03 Korea's Broadcasting Content Exchange

Characteristics of Korea's Broadcasting Content Exchange

Diversified Genres

Drama → Drama + Entertainment

Drama as Complete Product

Diversified Formats

Drama as Complete product → Diverse format export

Remake
- Gods Gift (US)
- Autumn in my Heart (Turkey, Thailand, etc.)

Coproduction
- Dad where are we going?
- I am a Singer

Drama as complete product

Format Export
- Better late than never (US)
- King of Mask Singer (Thailand)

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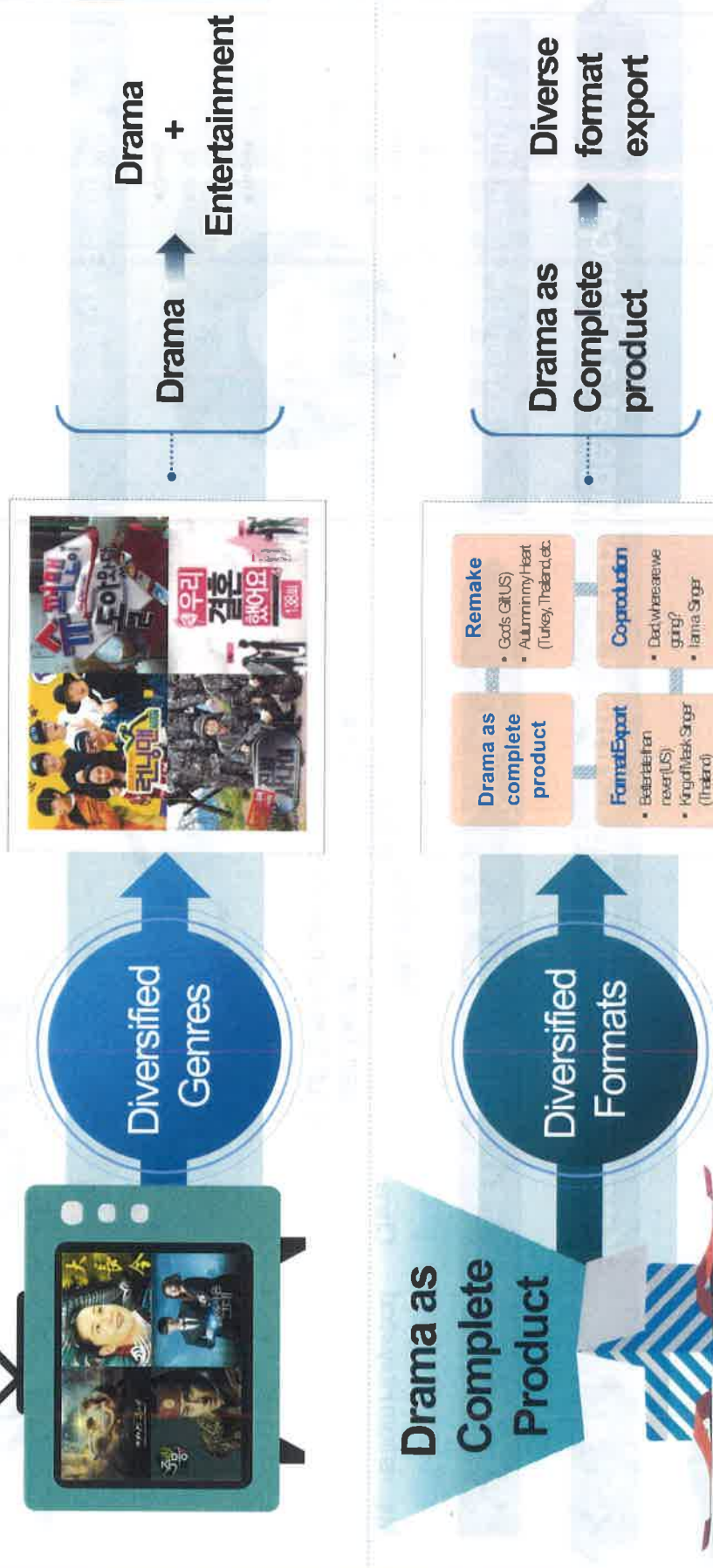
Co-production
: Enhanced Content Competitiveness

Definition of Co-production

- Jointly producing a program by dividing up production costs and tasks, and thereby sharing or splitting the rights concerning the program

- If applied between countries, referring to the production of new content by combining the different strengths of each country

Cooperation in Co-production by Stage

Planning

Joint investment
New item ideation
New approach to format

Production

Co-writing
Joint appearance/filming
Applying technical know-how

Distribution

Utilizing distribution network
Deregulation on overseas products
Global expansion
Exports to third countries

Unlike exports, the latest co-production is not unilaterally, but mutually beneficial

04

Co-production
: Enhanced Content Competitiveness

Benefits of Co-production

Co-production

Expanded Cultural, Emotional Exchanges

Enhancing understanding of original programs and cultures through cooperation

Quality Content Development

Developing new types of creative content, thereby contributing to reinforcing content competitiveness

More Revenue-yielding Opportunities

Minimizing risks and burdens by sharing content production costs

Technique · Know-how Sharing

Learning the counterpart's strength by sharing production technique and know-how

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04 Co-production
: Enhanced Content Competitiveness

Co-production in Diverse Genres

Documentary

Baby on the way

- Co-production by Korea, Cambodia, Singapore, Mongolia, Myanmar, Bhutan
- Italia and Chile to participate in Season 2

Animation

Miraculous Ladybug

- Co-production by Korea, Japan, France
- Aired in more than 100 countries on Disney Channel, etc.

Entertainment

Hurry up, Brother

- Co-production by Korea and China
- Highest ratings among programs aired at the same time in China

Web Drama

Drama World
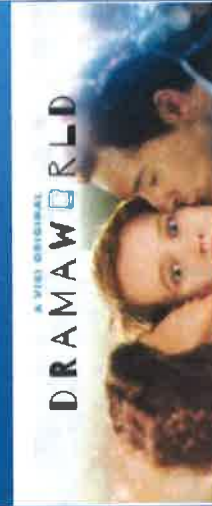
- Co-production by Korea, China, US
- Global broadcasting through Viki and Netflix

Drama

Forever Young

- Co-production by Korea and Vietnam
- Highest ratings among programs aired at the same time in Vietnam

04

Co-production
: Enhanced Content Competitiveness

Example of Co-production

Co-production of reinterpreting format is on the rise

PD   Cameraman   Writer

Dispatch

Sharing know-how and broadcasting technologies
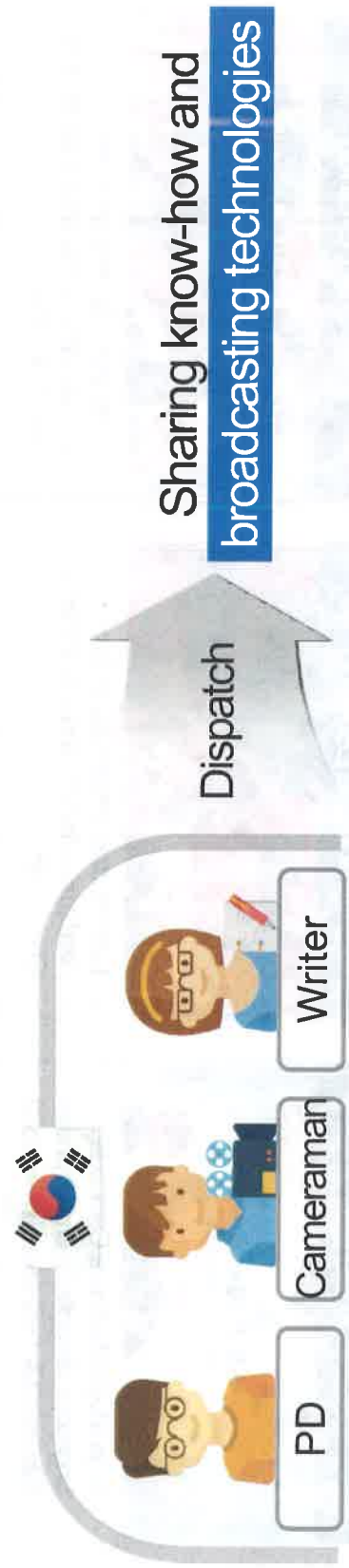
Example of Format Co-production

Producers of Korea's 'Running Man' program went to China to share program know-how from early planning stage

Explosive popularity with the highest ratings in China

05 Success Opportunities in Co-production with Islamic Countries

Korea-Islamic Countries Cultural Exchanges

- Growing demands for Korean content among Islamic countries

Tour Exchange

Korea Culture Week

Culture Exchange

- Cultural exchanges e.g. Indonesian private firm's reward vacation to Korea
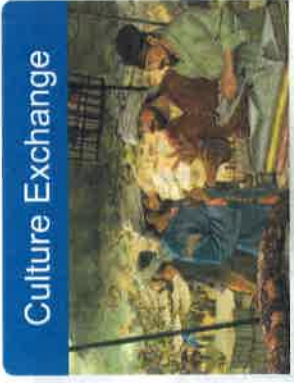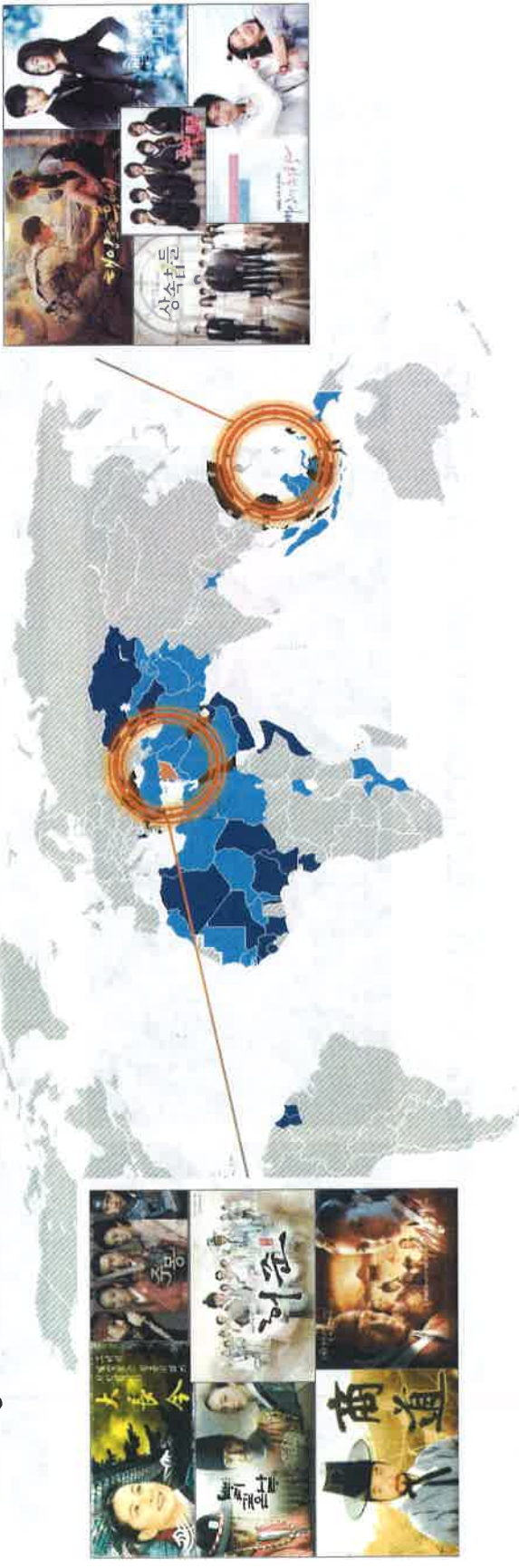
- Korea Culture Week' in Iran

- 1000+ years of diverse exchanges between Korea and Islamic countries

51

05 Success Opportunities in Co-production with Islamic Countries
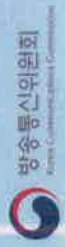
Korean-Islamic Shared Cultural Values

Growing demands for Korean content among Islamic countries

Descendant of the Sun

Dong Yi

Prince of the Legend

Jewel in the Palace

Universal Values for Sharing

Didactic message

Heroic story

Family culture

Courtesy for the elderly
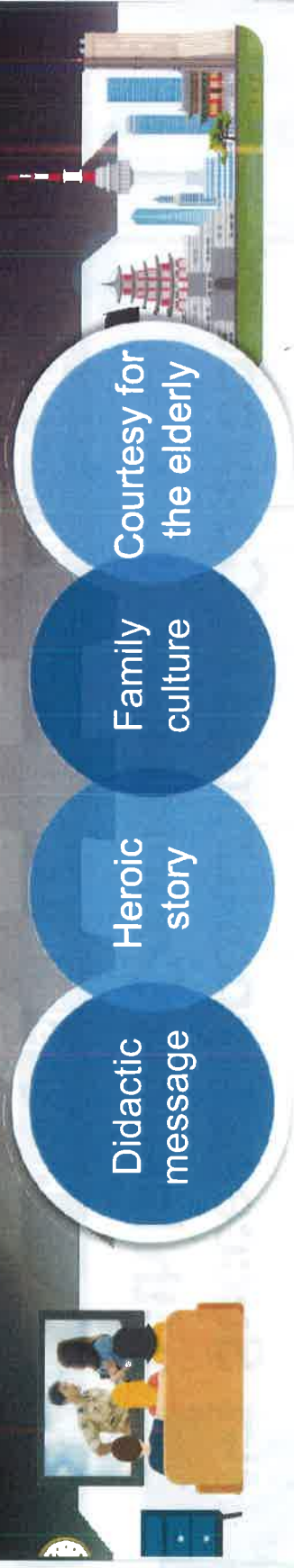
05 Success Opportunities in Co-production with Islamic Countries

Cultural Convergence & New Content Creation

: Co-production :

Cultural Affinity & Convergence
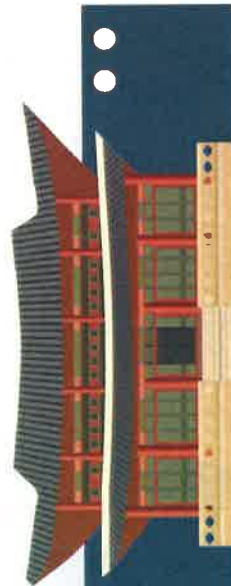
((Korea))

- Outstanding broadcasting technologies and know-how
- Production experience with diverse countries
- Creative human resources
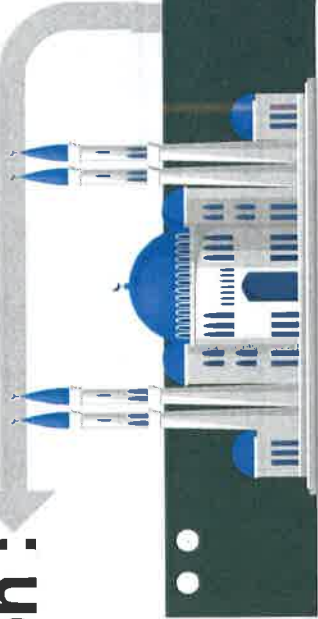
((Islamic Countries))

- A variety of story materials based on long, rich history
- Magnificent natural environment
- Islamic culture-based competitive content

Create new cultures, thereby producing quality content

Proposal

06

Upcoming Society of Selling Dreams and Emotions

In the 'Dream Society' following the Information Society, images and content will be the new economic growth engines

Co-production = New opportunity

Competitive content creation leads to pioneering new markets and bolstering relations
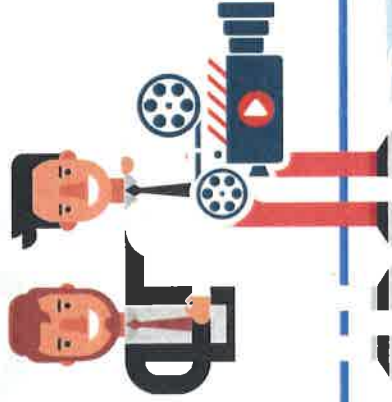
Bringing the world together through content exchange

Thank you

방송통신위원회
Korea Communications Commission

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W E B

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Towards equivalent media regulatory frameworks

Towards equivalent media regulatory frameworks

Introduction

The emergence of internet-based or over the top (OTT) content providers has challenged the providers of traditional television (pay TV and free to air) as well as radio broadcasting services.

In this paper, we consider whether traditional broadcasting services should be subject to the same regulatory regime as internet based services (**Internet Based Services**) in the form of **an equivalent, technology-neutral regulatory framework** that applies to all content services regardless of medium.

In Section 1, we examine the rationale for an equivalent regulatory framework and how much regulation is sufficient. In Section 2, we look at the factors involved in developing equivalent media regulatory frameworks. In Section 3, we discuss issues that arise in terms of implementation and enforcement under this type of framework. In Section 4, we particularly focus on issues of enforcement in relation to overseas-based Internet Based Services providers and in Section 5 we draw together the themes of this paper in our conclusion.

Note: CASBAA has commissioned M Webb Ltd to produce this paper for the purposes of presentation at the 5th Annual Meeting of the Broadcasting Regulatory Authorities Forum of the Organization of Islamic Cooperation, however the views are those of the authors and do not necessarily reflect the views of either CASBAA or its members.

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Table of Contents

1. Equivalent regulatory frameworks

There are two key issues that arise in contemplating equivalent media regulatory frameworks:

- Should all content services (including internet based) be **regulated under the same regime**, or is there a rationale for maintaining distinct regulatory regimes?

- If all content services are regulated under the same regime, **how much regulation is sufficient?** What are the specific regulatory settings that are appropriate for regulating both traditional and internet based media services?

1.1 Should all content services be under the same regime?

As a matter of economic principle, where regulatory obligations apply to the provision of content services, it is the substitutability of the two sets of services that indicates whether they should be subject to the same regulatory obligations. This should be irrespective of technology, device, platform or business model used. If content services are substitutable, but they are not subject to the same set of regulatory obligations, there is a genuine risk of welfare-diminishing distortion of competition as a result.

This does not, we believe, mean that detailed economic assessment is necessary before moves are made to create a more balanced regulatory approach as between Internet Based Services providers and traditional broadcasters. Rather, as a matter of commercial common sense, if each content service is treated as functionally equivalent from a consumer's perspective, and so substitutable, then equal regulatory treatment should follow.

While some of the reasons that exist for regulating traditional broadcasting content are likely to equally apply for content delivered over new delivery platforms, others may no longer be relevant in an era when consumers have access to a multiplicity of means to access media content. Some traditional grounds for regulation may need to be adjusted or may no longer apply in a new equivalent media environment.

An equivalent regulatory framework minimises "regulatory arbitrage", where certain Internet Based Service providers obtain a competitive advantage purely because they are subject to less regulatory cost than traditional players. An equivalent regulatory framework also addresses differential investment incentives, which creates perverse incentives for new entrants, and existing market players, to operate via platforms that are not subject to media regulation.

1.2 How much regulation is sufficient?

Equivalent regulatory regimes present three key options:

- **Maintaining the same level of regulation** and **applying it to Internet Based Services** – the effect of this is to "scale up" the level of regulation applicable to Internet Based Services

- **Reducing regulation** for traditional broadcasting so that it is equal to the regulatory regime that currently applies to Internet Based Services – the effect of this is to "scale down" the level of regulation applicable to traditional broadcasting

- **Creating** a **new, proportionate equivalent regime** that finds an appropriate balance which can apply in a technology-neutral way (across traditional media and Internet Based Services), but is possibly differentiated according to different types of services and the risks they present. This later approach is favoured.

2. Factors to be considered in designing equivalent media regulatory frameworks

2.1 Adaptation for level of risk

Regulatory obligations should be adapted to take into account the different levels of risk posed by different types of content services. We believe that a "one-size-fits-all" approach to regulation may not be required - instead, we believe an **"equivalent but differentiated"** approach is likely to be appropriate. That is, differentiated regulation may apply where there are clear substantive distinctions between different types of content services, or means of accessing them, such as:

National vs niche	Separate rules for content providers that are designed to reach broad national audiences and for providers of "niche" content designed for limited audiences (e.g., in Singapore for IPTV services).
Linear vs non-linear	Between linear content delivery mechanisms (e.g. TV broadcasts or linear IPTV), which could be subject to a greater degree of regulation due to less consumer choice over content, and non-linear mechanisms (such as video on demand), subject to lighter regulation.
Generally viewable programming vs controlled content	Stronger regulatory requirements may apply to content that is generally available to the public, as compared to content that is only accessible through controlled systems (which can restrict access by children, for example, to certain content).

2.2 Avoiding excessive regulation

It is important to avoid the development of an equivalent regulatory framework becoming simply an exercise in extending traditional broadcasting regulation to Internet Based Services, with the overall effect that there is a wholesale increase in regulatory obligations. Such an outcome would produce suboptimal results for consumers and for national economic and creative environments.

Traditional broadcasting regulation was often developed some decades ago, based on assumptions of market structure and forms of content and how it was consumed. It was

developed for another world, so to extend this regulation to Internet Based Services providers is likely to involve a square peg, when what we want needs to fit the round hole of today's internet-enabled media economy.

As an alternative, we advocate careful consideration of the necessary role of regulation in an equivalent media environment. Equivalent regulatory settings should be based on core regulatory principles:

- Regulation should be used where there is a measurable, identifiable risk of harm, and the level of regulation should be proportionate to the level of risk.

- Moreover, regulation should only be considered where the potential benefits to consumers of regulation exceed the potential harm, including to economic growth and development.

Regulation should also ensure competitive incentives remain to promote genuine innovation that creates additional value for consumers. This requires workable competition between rival services to incentivise investment and growth.

However, there is also a need to avoid ineffective regulation. Where regulation is desirable in principle, but is likely to be impractical or impossible to enforce, introducing that regulation is ineffective in addressing the problem and can be considered excessive. This can create an additional burden for domestic industry participants and those that comply with local law, while creating another source of regulatory arbitrage for parties that do not intend to comply with local law.

The question of effectiveness of regulations is closely tied to issues of implementation and enforcement, which we discuss in Section 3 below.

Regulators and policy makers should consider applying international best practice approaches to addressing these issues, such as the OECD's Regulatory Impact Analysis (RIA) methodology[1].

2.3   Balancing competing regulatory imperatives

Several competing regulatory imperatives must be balanced when determining the appropriate level of regulation:

Avoiding regulatory arbitrage	Avoiding stifling emerging Internet Based Services providers
The desire to "level the playing field" between traditional media players and emerging Internet Based Services providers (i.e., no "regulatory arbitrage"). The emerging providers should not be able to create business models on the basis of "regulatory arbitrage".	The need to ensure that emerging Internet Based Services providers are not stifled in their development and that innovation does not suffer. The consumer benefits of Internet Based Services, and the role they have in introducing greater innovation and competition into content markets, need to be considered in this context.

[1] See http://www.oecd.org/gov/regulatory-policy/ria.htm for more details.

It also must be borne in mind that the greater the degree of regulation on legitimate Internet Based Services providers, the more attractive illegal Internet Based Services providers become, both to consumers and to future entrants as potential business models in absence of appropriate enforcement capabilities.

2.4 Illegal Internet Based Services providers

Illegal content providers are not subject to any regulation (including more general obligations such as tax) and therefore do not incur any compliance costs. This has a two-fold outcome:

- To potential entrants, the low compliance cost of running an illegal platform can be an attractive business model ("regulatory arbitrage" in the fullest sense); and

- Low costs of operating illegal content services can often be covered through advertising revenue, making the platforms attractive to consumers who generally do not have to pay to access the content services.

The long-term effect is that piracy has a significant impact on creative industries, affecting revenue streams of legitimate businesses and not rewarding creative efforts. Regulations designed to level the playing field between traditional broadcasters and legitimate Internet Based Services providers should not have the effect of encouraging increased use of illegal content providers. New equivalent media regulatory frameworks must allow all legitimate players to compete more vigorously against illegal content providers.

2.5 Achieving regulatory clarity

Internet Based Services can be partially captured by existing regulation in unclear or inconsistent ways, using terminology and concepts designed for traditional broadcasting. One of the key benefits of an equivalent media regulatory framework is the rewriting of the law for regulatory clarity, so that all stakeholders are aware of their obligations.

3. Implementation and enforcement

If it is accepted that equivalent regulatory treatment of Internet Based Services providers should apply in principle, the next thing to consider is how to implement and enforce such an equivalent framework.

3.1 Implementation

Where Internet Based Services providers are locally based, we see no particular issues. As domestic companies, they will be subject to local law. Where Internet Based Services providers are based in another jurisdiction, but they have some market activity within the local jurisdiction, then local law can apply to these overseas-based Internet Based Services providers.

There are now numerous examples where local lawmakers or governments have purported to capture overseas-based providers. This is an increasing area of focus for policy-makers, as internet-based businesses (often foreign based) are flourishing and challenging traditional players across many areas of the economy. Taxation of internet-based businesses has been one of the first policy initiatives to start to gain widespread traction around the world.

Therefore, we see little immediate problem in governments creating frameworks that apply to overseas-based Internet Based Services providers that provide content services into the local market. If laws were passed that were clearly applicable to overseas-based OTT providers, then they would be required to comply, or risk infringing the law, with negative consequences for their in-country operations and market access.

3.2   Enforcement

For domestic Internet Based Services providers, the issue around effective enforcement of a well-designed regulatory framework is not a serious concern, as domestic Internet Based Services providers will be subject to the territorial jurisdiction of the regulator (and are therefore in the same position in relation to enforcement as traditional broadcasters). However, many of the major Internet Based Services providers that provide substitutable content services are based overseas.

It is important that the full spectrum of options are considered. Where less than fully enforceable regulation is contemplated, consideration should also be given to rolling back regulatory obligation on local broadcasters.

Given that international content supply via the Internet is growing extremely rapidly, with global, regional, and local players all entering various markets, most countries will have more overseas-based Internet Based Services providers than domestic ones. The issue of enforcement, therefore, has the risk of becoming a serious limitation for any new, equivalent media framework.

The following table shows whether regulatory obligations can be enforced on different classes of content providers under the status quo, an equivalent framework and ideal design scenario.

	Traditional Players	Domestic Internet Based Services providers	Overseas Internet Based Services providers	Illegal content providers (pirates)
Status quo	Yes	No (or partially, under rules designed for traditional players)	No	No
Equivalent framework	Yes	Yes	Partially	No
Ideal design	Yes	Yes	Yes	Yes (although ideally pirate services wouldn't exist)

4.   Enforcement options for overseas-based providers

Where regulatory discrepancies, including in relation to enforcement, exist between domestic and overseas-based Internet Based Services providers, an uneven playing field is created.

Domestic Internet Based Services providers will incur additional compliance costs and, therefore, higher barriers to entry from being subject to equivalent media regulation, while overseas-based Internet Based Services providers may decide to ignore the compliance obligations.

A regulatory framework which takes into account the realities of international enforcement should be able to regulate all relevant parties, including traditional broadcasters and both domestic and overseas-based Internet Based Services providers (while also responding to illegal providers, discussed further below). This framework would create a truer "level playing field", by ensuring that, as far as possible, all legitimate content providers are subject to the same obligations, while the use of illegal Internet Based Services providers is restricted, to the extent practicable.

4.1 Voluntary compliance and regulatory engagement efforts

A significant proportion of overseas-based Internet Based Services providers, particularly large players, are usually willing to voluntarily comply with local regulatory and licensing frameworks for reputational and commercial reasons. This means that regulators should first seek to increase rates of voluntary compliance before looking at more punitive enforcement measures discussed in this paper. Regulators should pursue constructive engagement with the Internet Based Services industry (potentially on a regional basis; see below), as well as through the creation of a streamlined and clear regulatory framework, including processes that make it administratively easy for an overseas player to obtain a licence, permit or registration.

A voluntary, cooperative approach between regulators and overseas-based Internet Based Services providers is likely to achieve higher compliance rates and impose lower costs on the regulator and providers than more punitive measures.

4.2 Local subsidiaries and payment route enforcement

It may be possible to locate a domestic subsidiary of an overseas-based Internet Based Services provider. We expect that a locally domiciled subsidiary will usually be necessary where local sales staff are needed to sell ancillary advertising. As these ancillary services can be a key source of revenue in many cases, targeting enforcement action at the local subsidiary may be an effective way of ensuring compliance.

It may also be possible to locate a domestic payment route for an Internet Based Services provider and to apply regulation through that route[2].

4.3 Registration-based licensing systems

An intermediate step between voluntary regimes and fully enforceable regulations could involve a registration-based licensing system. Internet Based Services providers could be encouraged to contribute to licence fees in order to receive accreditation, as well as meet minimum content standards. Recognition of the difference between registered and non-registered providers in the market place could provide an important point of differentiation. Such recognition could be in the form of a "stamp of approval" by government or the regulator, which could be promoted in advertising by registered providers.

4.4 ISP level enforcement

A more drastic action is for regulators to require that ISPs degrade the transmission quality of non-compliant or unlicensed Internet Based Services providers, or ban the transmission of content from non-compliant Internet Based Services providers at quality levels higher than a "best efforts" basis.

This places an incentive on non-compliant Internet Based Services providers to meet their regulatory obligations in order to be competitive with domestic providers. Since ISPs are

---

[2] For example, in the United States, local banks and credit card companies are prohibited from processing payments made to or received from Internet gambling services, under the Unlawful Internet Gambling Act 2006

almost always companies with a domestic presence, ensuring that they implement such regulatory controls should not pose enforcement constraints.

Another option is to require ISPs to block overseas-based Internet Based Services providers unless they comply with the local regulatory framework. We have significant reservations about this approach, which would be disproportionate, except with regard to egregious piracy services which operate totally outside the law. For regulatory goals, it is preferable to apply degradation than blocking in our view.

A further difficulty with ISP-level enforcement is that it may not capture *all* non-compliant overseas-based Internet Based Services providers. ISP-level degradation would have to be implemented through a "black list" that specifically identifies which Internet Based Services providers are non-compliant. Creating a black list, and maintaining it up-to-date, may impose significant cost on regulators and ISPs. Such measures could be used to deal with major problem cases, but they could be a much more burdensome process than, say, the "white list" approach (described below) involved in implementing restrictions on advertisers.

4.5   Enforcement through advertising customers

Regulators could create economic rather than legal incentives for overseas-based Internet Based Services providers to comply with the local regulatory framework. They could do this by preventing local businesses from placing advertising on content services provided by non-compliant or unlicensed Internet Based Services providers.

This creates a real economic incentive for compliance by cutting off a key revenue stream for Internet Based Services providers. It is also relatively easy to enforce, since it can be implemented by publicly releasing a "white list" of licensed (compliant) providers, with advertisers banned from advertising with any provider that is not on the list.

4.6   International co-operation

Regulators in the same region could cooperate in the creation of a harmonised or broadly consistent approach to media regulation. Consistent regional regulation of these areas would increase countries' "jurisdictional power" due to the increased size of the market from the perspective of the major Internet Based Services providers.

A well-designed equivalent treatment regime that is broadly consistent across a range of countries in which Internet Based Services providers do business will reduce overall compliance costs for providers as well and will assist in facilitating their compliance. Traditional broadcasters, who currently face a disparate patchwork of media regulatory approaches, would also benefit from harmonised equivalent rules. It would also help in the management of the regime by regulators, being able to draw on learnings and information exchanges from other countries in the region.

Consultation with Internet Based Services providers could also be undertaken at a regional level. It would be efficient for international Internet Based Services providers to consult through one forum in a region, rather than on a country by country basis.

However, we also expect that regional cooperation may take some time to put in place and there may not be significant benefit in this approach for relatively minor alterations to a country's regulatory framework or alterations that are of particular significance and urgency for the country concerned.

5.   Conclusion

The global rise of Internet Based Services is increasingly testing the boundaries of existing media regulatory frameworks. Internet Based Services are either falling outside the scope of regulatory regimes that were designed to apply to specific mediums, such as television broadcasting or radio, or are being impacted by regulation in an ambiguous and uncertain manner.

Accordingly, there are strong grounds for regulators to consider implementing a technology-neutral, equivalent media regulatory framework that captures both Internet Based Services and traditional broadcast media. However, in crafting such a framework, regulators need to act in a proportionate manner that avoids stifling technological innovation and is carefully adapted to risk. Moreover, the regulatory framework should not impose such heavy regulation on Internet Based Services that it achieves the perverse outcome of discouraging the uptake of legitimate services at the expense of unregulated, illegal providers.

A possible option is the creation of an "equivalent but differentiated" framework that is technology-neutral but imposes different levels of regulation depending on different service features, such as linear/non-linear delivery, audience reach or revenue, generally viewable/controlled content.

In a world where Internet Based Services are global in reach, regulators also need to grapple with the question of how to enforce regulatory requirements against overseas-based providers. This paper has listed possible options to this end, such as regulating the key partners that Internet Based Services rely on (i.e. routes that process their payments, ISPs that carry their content and advertisers that provide revenue), promoting international cooperation between regulators and, perhaps most effectively, encouraging voluntary compliance through global industry outreach and an easy-to-use, clear regulatory framework and institutional design.

Ultimately, given the rapid changes that are taking place, and will continue to take place, in relation to Internet Based Services, it is difficult to provide a prescriptive approach to regulation in this area. Instead, regulators should constantly return to core principles of regulatory design – proportionality, reasonableness, equal treatment, technology neutrality, pragmatism, among others – and implement solutions that promote the interests of end-users and other stakeholders and are targeted to the specific circumstances of the relevant issue.

附錄 3

Current Status of Korea Co-Production Agreements and Related Laws & Regulations

Kang Hayun

Executive Director of

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KISDI

Changes in the media environment

Changes in
the media environment

Sustaining & expanding
the Korean wave
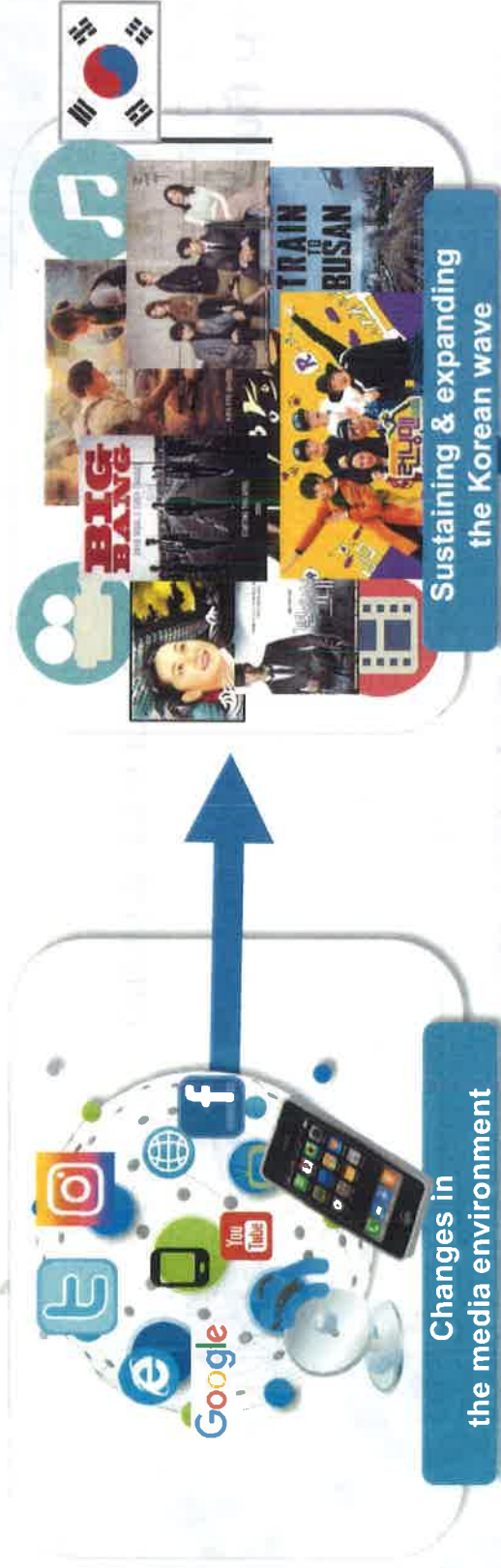
Only through **continuous exchange & shared understanding
of other cultures** that the media industry's competitiveness
and the Korean Wave can continue

International co-production is as an important
venue for cultural cooperation

Overview of Korea's Broadcasting Industry

◆ Broadcasting Business in Sales and Programme Exports-Imports

Broadcasting Biz Sales (2011-2015)

(Unit: trillion won, ₩)
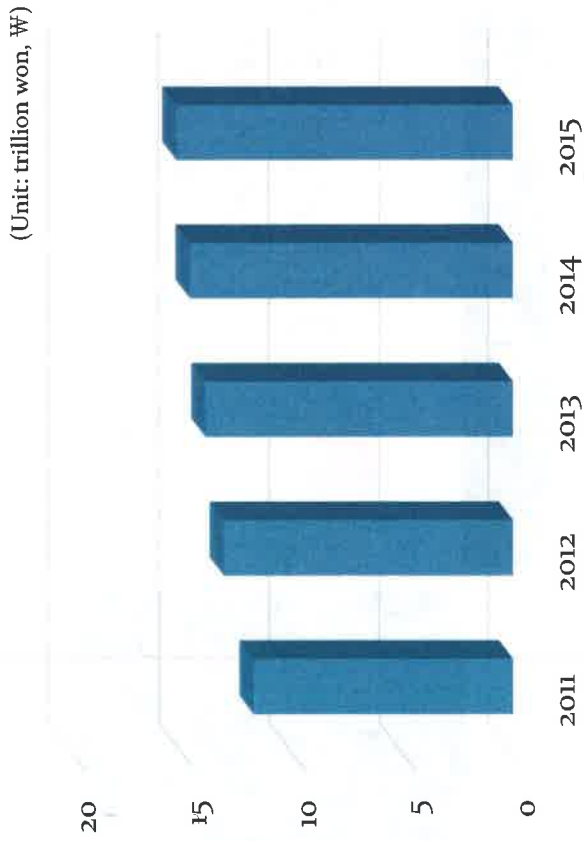
Note) 414 businesses including terrestrial broadcasters, terrestrial DMB operators (incl. terrestrial broadcasters), full-service cable television operators, relay-service cable operators, satellite television operators, programme providers, IPTV operators, etc.

Programme Exports-Imports (2011-2015)

(Unit: thousand dollars)
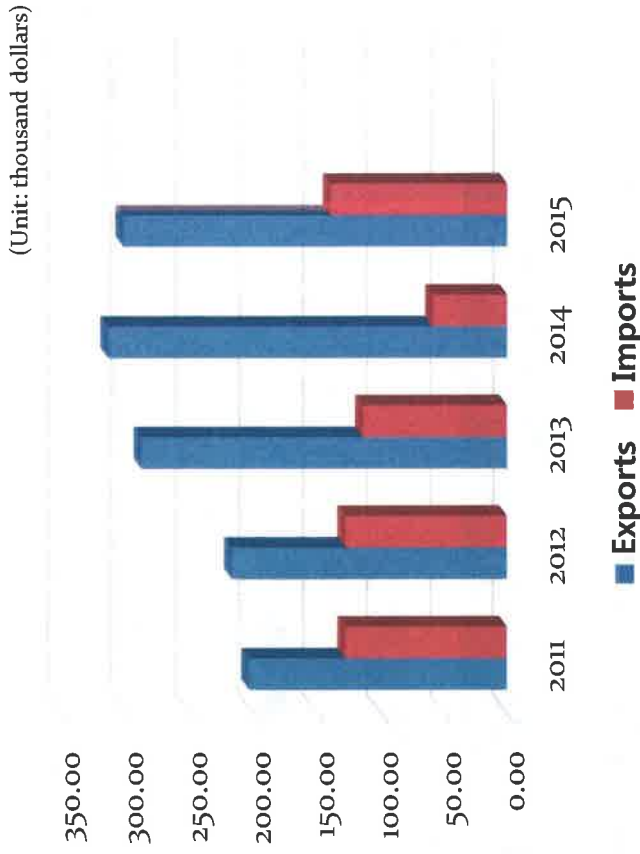
■ Exports ■ Imports

Note 1) Current status of program imports and exports by terrestrial broadcasters (incl. the sales of the 3 terrestrial broadcasters' subsidiaries) and program providers
Note 2) Includes broadcasting support for Koreans abroad, sale of videos/DVDs, time block, format, broadcasting programmes, etc.

KISDI 정보통신정책연구원

Overview of Korea's Broadcasting Industry

◆ Exports / Imports of Programmes by Country (2016) (Unit 10,000 dollars)
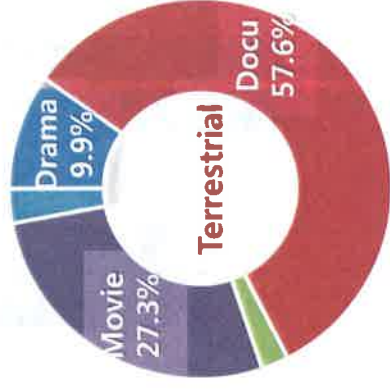
Exports by Country

01 Terrestrial

1. **Japan (5,792)**
2. China (4,266)
3. Taiwan (1,824)

02 Programme Provider

1. **Japan (1,304)**
2. China (992)
3. US (860)

Imports by Country

01 Terrestrial

1. **UK (187)**
2. US (129)
3. France (47)

02 Programme Provider

1. **US (11,782)**
2. Japan (872)
3. UK (206)

KISDI 정보통신정책연구원
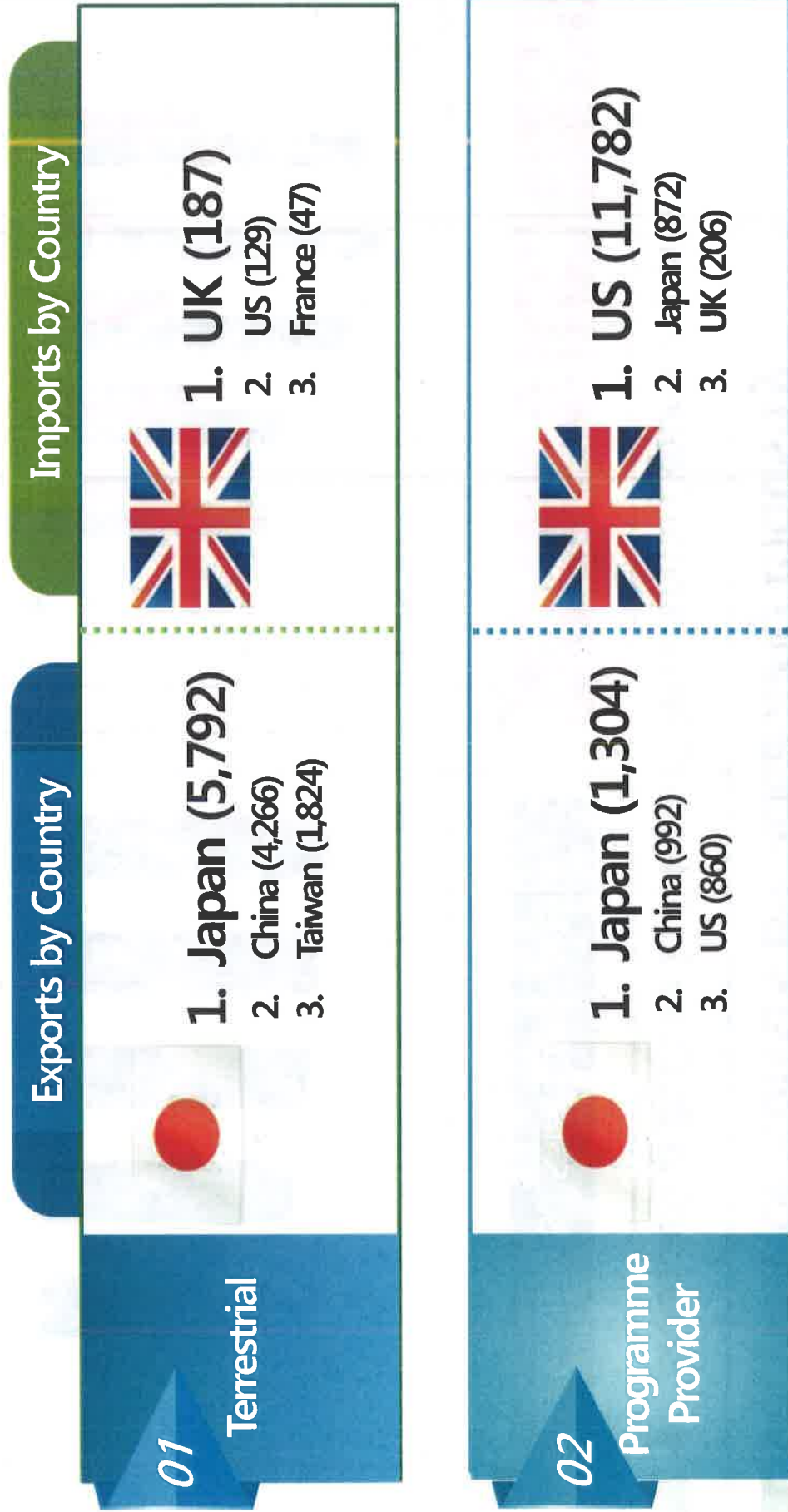
Overview of Korea's Broadcasting Industry

◆ Programme Exports / Imports by Genre (2015)

Exports

Terrestrial
- Drama 85.9%
- Enter 13.4%
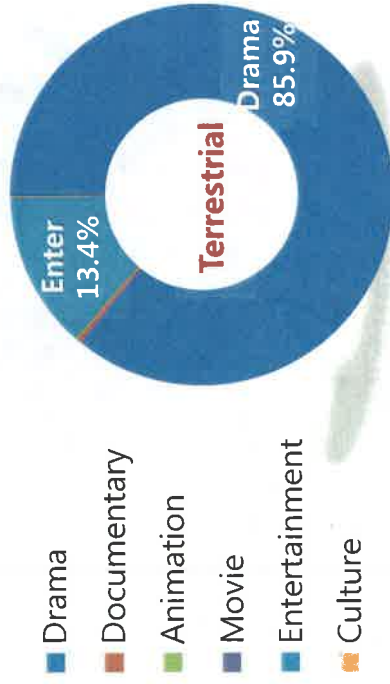
Legend:
- Drama
- Documentary
- Animation
- Movie
- Entertainment
- Culture

Programme Providers
- Drama 74.9%
- Enter 19.4
- Movie 2.6%

Legend:
- Drama
- Documentary
- Animation
- Movie
- Entertainment
- Music

Imports

Terrestrial
- Docu 57.6%
- Drama 9.9%
- Movie 27.3%

Legend:
- Drama
- Documentary
- Animation
- Movie
- Education
- Culture

Programme Providers
- Drama 31.9%
- Ani 8.9%
- Movie 54.1%
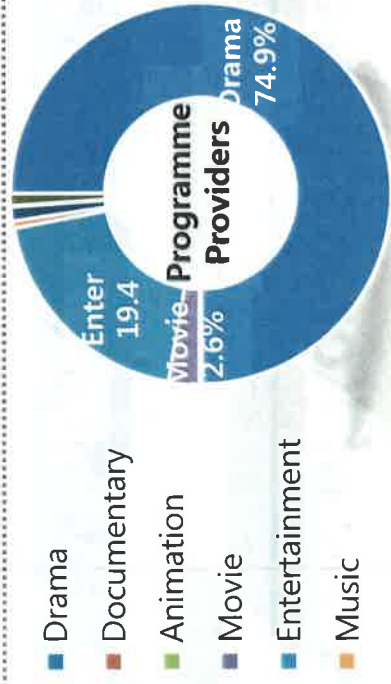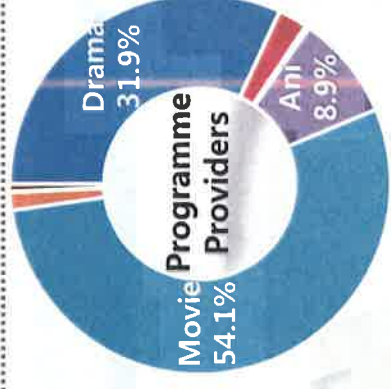
Legend:
- Drama
- Documentary
- Sports
- Animation
- Movie
- Entertainment

KISDI 정보통신정책연구원 KOREA INFORMATION SOCIETY DEVELOPMENT INSTITUTE

Overview of Korea's Broadcasting Industry

Split of TV households by Platform(2015)

- Analog terrestrial 12.0%
- Digital cable 9.3%
- Primary digital terrestrial 0.7%
- Free digital satellite 13.6%
- Pay digital satellite 24.1%
- IPTV 40.3%
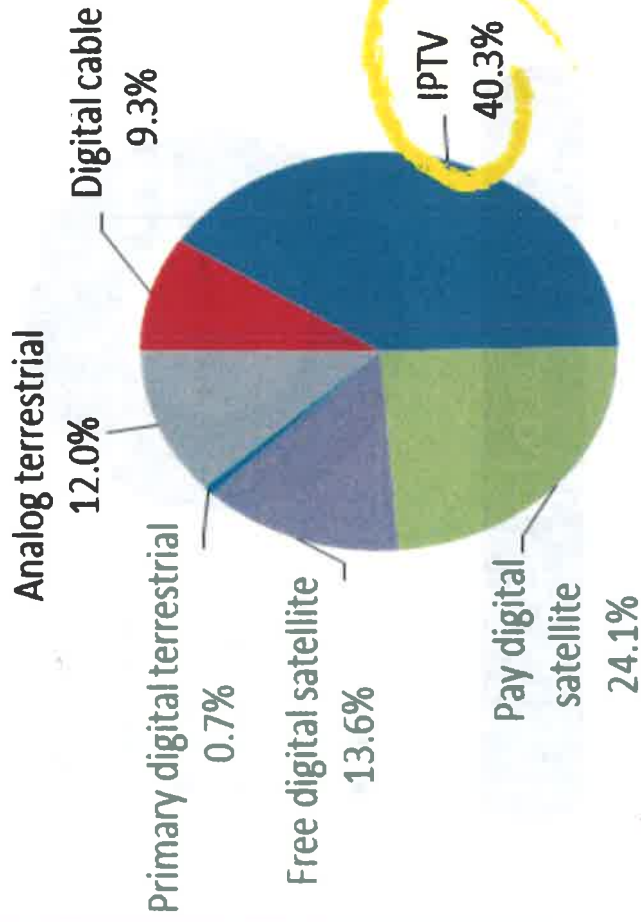
Source: *OVUM(2016)*

IPTV Business Sales

(Unit: Billion won, ₩)

	2013	2014	2015
	11.251	14.872	19.088
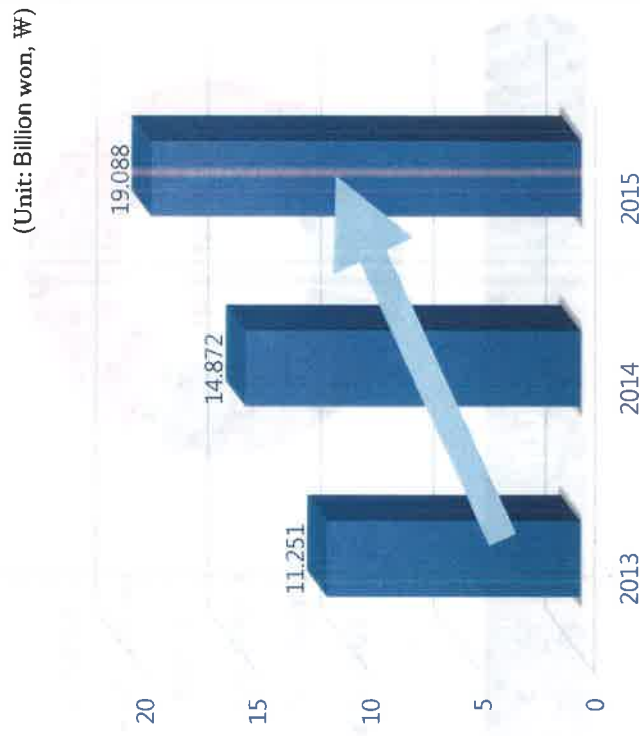
Source: *Broadcasting Industry Fact Finding Reports for 2016,* the Ministry of Science, ICT and Future, and the Korea Communications Commission

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Analysis of Factors Conducive to Broadcasting Co-Production

➢ Regulation

◆ Mandates the programming of local content for purposes of promoting domestic production

◆ Quota system on content produced overseas

◆ Under Article 5, Paragraph 1, Subparagraph 2 of 「Administrative Rules on Broadcasting Programming」,
Co-produced programmes pursuant to a Co-production Agreement are acknowledged as domestic content
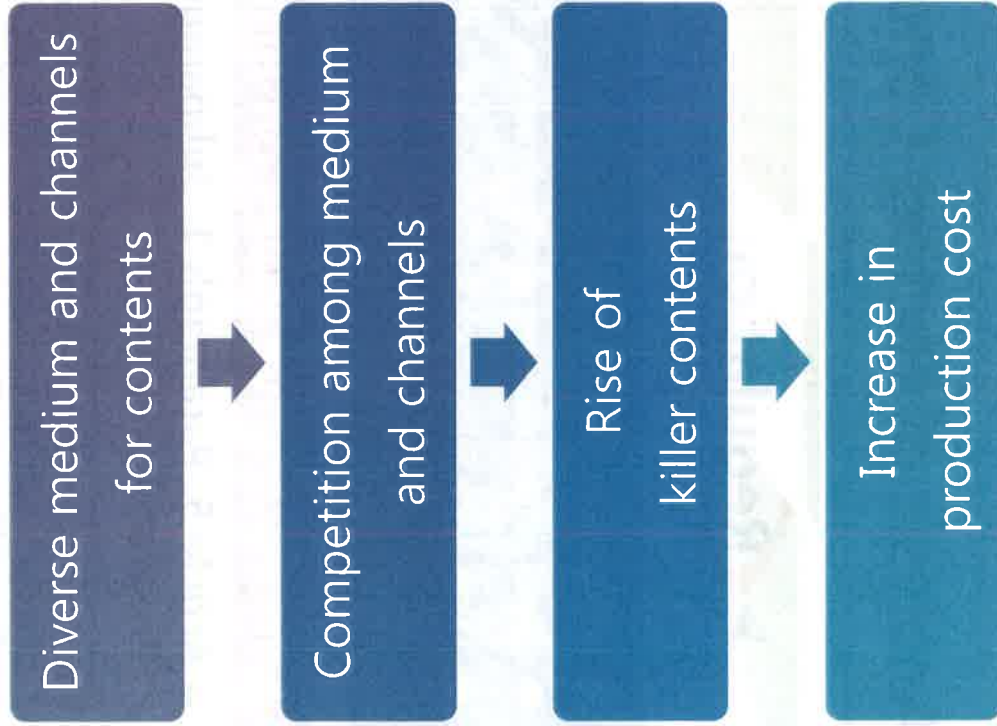
Administrative Rules on Broadcasting Programming

o **Article 5, Paragraph 1, Subparagraph 2 of the Administrative Rules on Broadcasting Programming, etc.**

Article 5 Domestic Broadcasting Programme Certification
①Korean broadcasting programme under Article 3, Paragraph 1 shall mean any of the following.
1. Broadcasting programmes for which 30/100 or more of the financial resources consumed in the production are provided by Korean nationals, including domestic corporations established by the Korean legislation and 50/100 or more of their shares or equities owned by Korean nationals, and satisfy the criteria set forth in Annex 1.
2. Broadcasting programmes planned and produced in cooperation with a foreign national that are deemed as Korean programme pursuant to the co-production agreement between the Governments of Korea and another country.

Analysis of Factors Conducive to Broadcasting Co-Production

Economics of Production

| Diverse medium and channels for contents | → | Competition among medium and channels | → | Rise of killer contents | → | Increase in production cost |

Trends in Production Cost

Unit: million won

2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

3,500,000
3,000,000
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
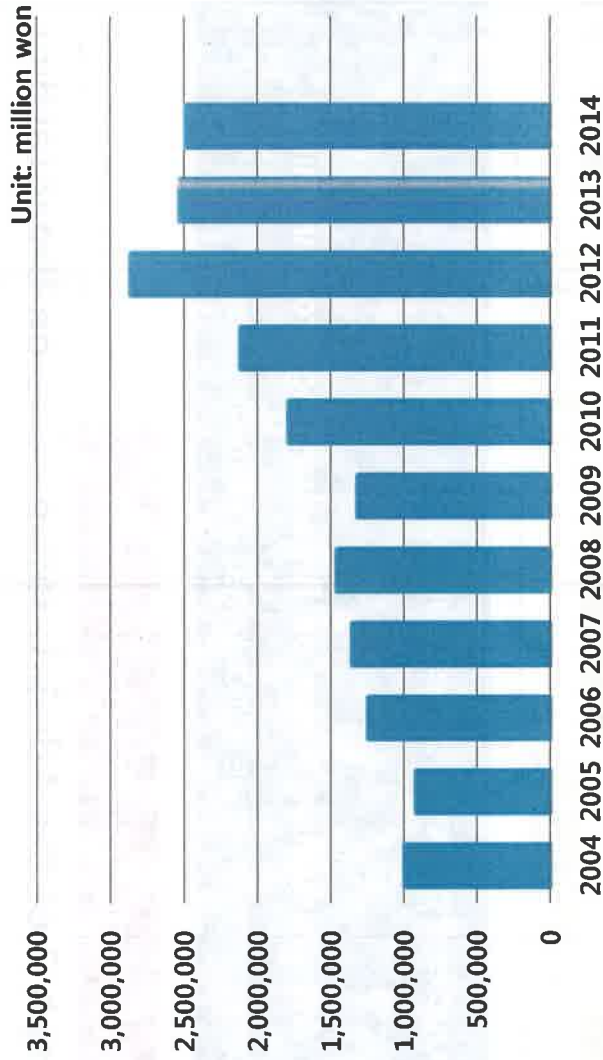
※ Stats include terrestrial broadcasters and program providers.

Source: *Broadcasting Industry Fact Finding Reports for 2015*, the Ministry of Science, ICT and Future, and the Korea Communications Commission

KISDI 정보통신정책연구원

What is Co-Production?

"Participating and sharing the burden of making a program, where production cost and effort are shared by the participating producers; revenue and other related rights are also shared among the participating producers."

Legal Features of Co-Productions

Contract between Individuals

- Involving many parties and foreign partners
- Lack of institutional mechanism for conflicts
- Disputes regarding – revenue, profits, rights, logistics etc.
- Application of domestic laws can be difficult

Inter-governmental Treaty

- Complements what lacks in a contract among individuals
- Institutional mechanism for any conflict
- Benefits such as government subsidies, visas to production staff, and import of equipment

Co-Productions in Korea

Integral part of the FTA

◆ Korea did not put co-production on the MFN list during the Uruguay Round and thus must give the same benefits practically to all WTO member states if it signs a co-production agreement with one country. ⇒ **If the Co-production Agreement becomes integral part of the FTA, the MFN duty can be waived.**

◆ Therefore, to share the benefits with certain countries through a Co-production Agreement, **the Co-production Agreement must be an integral part of the FTA.**

Status of Korea's Co-production

◆ **Under Negotiation**

- 2016. 3~ Korea- China (Audio-Visual/Television Programme) Co-Production
- 2016. 5~ Korea- Vietnam Television Programme Co-Production
- 2017. 1~ Korea-Thailand working group has been established to negotiate Co-Production agreement

◆ **Co-production Agreements**

- Korea- EFTA Broadcasting Programmes Co-Production('06.9)
- Korea- Singapore Broadcasting Programmes Co-Production('07.7)
- Korea- Cambodia Broadcasting Programmes Co-Production('09.10)
- Korea- EU Protocol on Cultural Cooperation('11.7)
- Korea- Australia Audiovisual Co-production('14.12)
- Korea- India Audiovisual Co-production('15.5)
- Korea- New Zealand Audiovisual Co-production('15.12)

Components of Korea's Co-Production Agreements with Other Countries

Classification	Korea-Singapore	Korea-EFTA	Korea-Cambodia	Korea-India	Korea-EU	Korea-Australia	Korea-New Zealand	Korea-China (Movies)
Definition	O	O	O	O	O	O	O	O
Authorized Entities	O	O	O	O	O	O	O	O
Approval of Co-Production	O	O	O	O	O	O	O	O
Participation	O		O	O	O	O	O	O
3rd Party Co-Production	O		O	O	O	O	O	O
Right to Benefits	O	O	O	O	O	O	O	O
Import of Equipment	O	O	O	O	O	O	O	O
Entry	O	O	O	O	O	O	O	O
Contribution	O	O	O	O	O	O	O	O
Balance	O	O	O		O	O	O	
Ownership	O		O					
Sound Track		O	O	O			O	
Language (Subtitling)	O	O	O				O	
Credit	O	O	O	O	O	O	O	
Dispute Settlement	O	O	O	O	O	O	O	O
Distribution	O		O			O	O	O
Status of Annex	O		O	O		O	O	O
Amendments	O	O	O	O	O	O	O	O
Exports		O	O	O				O
Entry into Force	O		O	O		O	O	O
Producing First Edition	O		O			O		O
Filming (+Location)	O		O			O	O	O
Termination	O		O	O	O	O	O	O

Source: KISDI

Government Support Program

◆ For purposes of promoting international exchanges, the Ministry of Science, ICT and Future Planning supports the production cost of programmes co-produced with Co-production Agreement signatories after going through the review process.

Purposes of Support

Diversify the contents and overseas countries into which local broadcasters make inroads, thereby supporting the broadcasting industry's overseas expansion and the promotion of cultural diversity

Description of Business

Support cost for broadcasting programmes co-produced with the signatories' residents (and corporations)
※ The chosen producer is given opportunities to participate in the events held abroad for promoting overseas distribution

Supported Genres and Conditions

No limitation in genre but the production conditions must be complied under each agreement
※ Except for animation/theatrical movies

Scope of Support

Max. 100 million won(₩) per project
※ But for a consortium of 5 or more countries including the signatories, it cannot exceed the maximum of 300 million won

Broadcasting Programmes Production Support

- Purpose
- Genre & Condition
- Scope
- Description

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Benefits of Co-Productions

Enhancing Competitiveness of the Broadcasting Industry

Facilitating the entry into overseas markets

Increasing media industries' creative capacity

Achieving greater consumer satisfaction of quality content

Increasing Cultural Exchanges among Nations

Sharing Production Knowledge and Knowhow

Reducing Production Costs and Risks

Meet the Demand for Diverse Contents

Greater cultural exchange and understanding of each other's culture

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KOREA INFORMATION SOCIETY DEVELOPMENT INSTITUTE

Thank You

International Conference
"Media for World Harmony" &
The 5th Annual Meeting of **IBRAF**

Parallel Session

HOT TOPICS

23rd FEBRUARY 2017
BANDUNG-INDONESIA

TABLE OF CONTENTS

Barriers in Transition:

From Local Government Radio Broadcasting (RSPD) to Local Public Broadcasting Institution (LPPL) in West Java

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Abstract

The package of Indonesian broadcasting regulations ratified the alteration of Local Government Radio Broadcasting (RSPD) into Local Public Broadcasting (LPPL). In fact, after about 15 years of the rules run, the process of transition has not been favorable. In West Java, some of 18 RSPD keep on struggling to transform. This study aims to explore the internal and external obstacles in the process of transformation. Using qualitative method with case study approach, this study pick three (3) RSPD in Sumedang , Cirebon

and Garut district. Data were collected through interviews with broadcasting stakeholders, namely RSPD and LPPL managers, "A" commission of district legislator, district Information and Communication Department, and Broadcasting Commission (KPID) of West Java. The findings show that the process of changing is hampered by internal and external factors. Management turnover and equipment damage are among the internal issues that inhibited the operation of the stations as well as the transition process. While local executive and legislative government are the sources of inhibitions of external factors. Members of Local Parliament that oversees these issues seem to have lack of understanding of some related rules of law. The change of leadership at the relevant government agencies led the permitting process to be interrupted halfway as the new leaders had not been fully revealed of the problem and automatically terminate the continuity of the process. Nevertheless, the awareness of the local governments (legislative and executive) to take initiatives of such changes is also low.

Keywords: Local Public Broadcasting, Broadcasting, broadcasting Stakeholders.

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Media Literacy:

The Effect Of Communications Media On Young Age Divorce In Bandung City

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Abstract

Mass media such as television, film and internet, which include social media, has created addiction and given significant impact on daily life. Media is a means of providing information and entertainment to the public. Mass media functions to inform, to educate, to persuade or form opinion, and to entertain. Presently, the media has changed its functions and become the primary needs just like food, drink and other routine activities. Divorce cases in the last five years from 2010 to 2014 have increased by 52% and 70% of divorce was filed by the wife. This was mainly due to unpreparedness to get married, which characterized by inharmonious in marriage, no responsibility, economic issues, and the presence of third party (Kompas, 2014). Currently,

there are 5 percent of marriages under 15 years old and 42 percent in the range 15-19 years old. Similarly, Pikiran Rakyat newspaper of 26 June 2014 edition also reported that the number of divorce rate in West Java from 2013 until May 2014 was relatively high compared the number of marriages. This fact is revealed with the help of West Java Religious Court. This study expects to describe the effect of mass media on young age divorce in Bandung city, to prescribe some efforts that can be made to reduce the influence of mass media on society, and to contribute in finding solutions in anticipating divorce in young age. In addition, it is also a form of anticipation in reducing the negative impact of mass media on society.

Hoax As A Threat Towards Nation's Diversity:

A Challenge for Indonesian Government To Overcome It

(A Case Study of Hoax Dissemination About Tanjung Balai in 2016)

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Abstract

Popularity of any type of media might be accomplished by various means, one of which is to disseminate hoax. As hoax is considered interesting or sensational with a purpose to attract attention or to enhance profit, media industry is always trapped to publish hoax since it is considered "a false truth". Particularly, social media has a huge tendency to disseminate hoax due to its speed capacity and flexibility to be accessed by public in various social , economy , and education statuses.

Apart of the purpose to attract attention or to enhance profit, hoax currently has become a sharp weapon to attack peace situation in the nation diversity. Indonesia with a very diverse circumstance is a priority target for hoax dissemination, principally the one regarding religion and political issues. Case of Tanjung Balai is one of the most dangerous hoaxes due to its negative impacts for the region and its local society. In national scale, it encourages negativity to.minority groups, in this case Chinese and Non Moslems. Fortunately, local and national government anticipated it well and conducted strict enforce to the disseminating actor.

Through direct observation to various media and literature study, this paper is intended to uncover the threat of hoax for nation's diversity and how the government's attempt is to implement anticipating actions to eradicate further negative effects due to hoax dissemination in this country generally.

Keywords: Hoax, Nation's Diversity, Government's attempt.

PANIC REGULATION:

(Moral Panic Analysis of Media Representation and Regulation about LGBT in Indonesia)

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Abstract

The issues about moral and regulations are one of the most debatable issues in the history of human civilization. Some moral aspects that considered as correct and common in the past, is not always necessarily correct in the future and vice versa. In Indonesia, the moral issue is always emerged as a controversial topic among wider society. Especially when it related to SARA (Suku, Ras, Agama, Antar Golongan), ideological point of view, and the new one about sexual orientation. Indonesia with the conservative climate condemned the moral of LGBT people. The LGBT became the new moral panic among Indonesian society. The media institutions and regulators were also banned the LGBT activities in our mass media rashly.

Keywords: moral panic, media regulator, LGBT, sexuality.

Facebook Usage Towards Reading Interest at News Portal *merdeka.com*

(A Study in North Cikarang)

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Abstract

Popularity of social media have grown since the early of 2000. They have eased people in exchanging information and sustaining relationship. In addition, social media have become an alternative for news distribution and consumption. One of popular social media platforms is Facebook in which many media organizations have utilized it as a medium for sharing information including news to provide up-to-date information, to increase article views, as well as to increase website traffics to visit their news portals. This research attempted to investigate the influence of Facebook usage towards reading interest at news portal merdeka.com, a study in North Cikarang. Theory used in this study was Uses and Gratification and the method was quantitative in nature. The data were collected through questionnaires for 100 respondents

and SPSS 20 was employed to process the data. The result has shown that Facebook usage influenced 30.6% towards reading interest at news portal merdeka.com and the regression coefficient values obtained in this study was Y= 5.489 + 0.575X. In short, Facebook as a publication medium used by merdeka.com has successfully increased reading interest to its news portal.

The Attitude of the People in Bandung Towards *Layanan Aspirasi dan Pengaduan Online Rakyat (LAPOR!)*

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Abstract

LAPOR! (Layanan Aspirasi dan Pengaduan Online Rakyat) is a service that utilizes information technology such as websites, short messages and mobile

application that seeks to bridge the public participation in order to control the development in Indonesia. Bandung, as a city that brings openness to the community has used this service so that the people in Bandung can actively participate in efforts to control the development. This study seeks to explain and analyze the attitude of people in Bandung towards LAPOR!. The attitude can be determined by measuring three attitude components: cognition (knowledge), affective (feelings), and conative (tendencies). The method used in this research is a descriptive method. The sample size of 100 people, the sampling technique used is a purposive sampling technique. Questionnaires, interviews, and literature study has been used as the data collection techniques. The results of three aspects studied, i.e cognition, affection, and conative are all in the high category. Hence it can be concluded that generally, the people in Bandung has "positive" attitude towards LAPOR!

Keywords: LAPOR!, Public Policies, Smart City.

QUO VADIS DIVERSITY OF CONTENT?

(Critical Perspectives on Local Television existence against Industrialism Domination Station System Television Network)

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Abstract

Since sentraslisasi broadcasting ends, the decentralization of broadcasting gave a 'diversity of content'dalam form legalalitas licenses for local television of his life, as set out in the Broadcasting Act 32 of 2002, the number of local stations in the area berkembang.Akan but the development of this quantity is not followed by the development quality, because in his way a lot of local television stations are not able to maintain its existence and eventually die because they can not compete in the seriousness of the competition and commercialism broadcasting industry. One of the factors resulting SSJ policy that is not running, causing the local tv must deal with national tv, and the concentration of advertising in Jakarta. there are several local television

has begun on the acquisition by television based in Jakarta. And television turned out to be dominated by one group or the owner media.Dari sentence above, we can conclude that the merger of several media into a big media called oligopoly, hegemony and media conglomerate. Perspectives' critical of media studies' uncover this problem, namely the concentration of total media advertising revenue advertising revenue on 13 national television stations in the period reached Rp 49.2 trillion, not the realization of diversity of content 'and the dominance of national television berisaran Jakarta freely and many local television pengakuisian by owners of big capital. Thus, need reinforcement of the power of public in broadcasting.

How to Promote Effective Media Literacy in KPID (Region-Indonesian Broadcasting Commision) West Java, Indonesia?

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Abstract

KPID West Java have asserted certain formats in promoting media literacy.

The formats must be considered at broadcast journalism, movies, music events, infotainment and advertisement. The steps of KPID West Java in involving the community in the process of monitoring TV broadcasts have been an effective format. The public conduct monitoring by providing them media to make them easily communicate with KPID West Java Commissioners. People can make their complaints related to broadcast content through the form of complaints which directly accessed through the Internet and social media. The media KPID West Java has been used are Website, Facebook, Twitter, SMS, mailing and they even come straight to KPID West Java office. KPID West Java has provided a complaints box where people can put their suggestions, comments and everything about local broadcasting. I use qualitative method by doing focus group discussion with the commissioners of KPID West Java. The forms of media literacy dissemination activities undertaken by KPID are through media and new media. The commissioners of KPID West Java do the socialization through media into radio, television, newspapers, banners, stickers and new media such as online media websites and social media. The socialization is also done directly through workshops, focus group discussion, seminar, lectures and exhibitions.

THE USE OF INSTRAGRAM BY BANDUNG CREATIVE USE OF CITY FORUM (BCCF) AS MEDIA PROMOTION FOR THE CITY CREATIVE INDUSTRY

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Abstract

Bandung is included the world creative city network or the UNESCO Creative Cities Network (UCCN) along with 47 other cities from 33 countries. This achievement is inseparable from the role of Bandung Creative City Forum (BCCF) as a forum for creative communities and organizations that are established by a variety of creative community in the city. To market the creative products, BCCF has conducted numerous promotional activities across multiple social media, one of them through instagram. It is considered appropriate considering Indonesia is one of the country with the highest number instagram users, 89 percent of 18-34 year-olds Instagrammers access instagram at least once a week, therefore, the use instagram as promotional activity is very important in the effort to increase sales of creative industries products in the city of Bandung. This research uses descriptive qualitative research methods; that is the investigation to understand human social.

The Credibility Level of Broadcaster Prambors Radio as 'Spokesperson' in Adlibs by Students of the State Polytechnic of Creative Media

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Abstract

Broadcaster is unquestionably the most important element in bringing the radio program. Moreover, broadcasters also have another role which is to be 'spokesperson' of a product or service that is delivered through adlibs. Therefore, the segmented nature of the radio, the broadcaster is considered to represent the company on the target consumers of products or services advertised on the radio. As a result, researcher are interested in finding out how high the level of credibility broadcasters in delivering adlibs by using a questionnaire. Eisend (2002) conceptualized the credibility of the 'spokesperson' in the dimensions of honesty, objectivity, charisma and competence. The broadcaster of Prambors Radio was selected as the research objects. While students of polytechnic creative media were selected as research subjects using a convenience sampling technique. The results of this research is also expected to provide awareness about the importance of the role of the broadcaster as a 'spokesperson' in delivering adlibs.

Keywords: Radio, Broadcaster, Adlibs, Spokesperson

THE INFLUENCE OF CONTENT AND ACCESS OF *KOMPAS.COM* ONLINE MEDIA TO INFORMATIONAL SATISFACTION

(Study to Communication Science Students of Mercu Buana University)

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Abstract

Information is one of human fundamental needs. Nowadays, online media is being such an alternative way to fulfill this need of information. This research aims to examine the influences of news content and access of online media to the information satisfaction of college students. The theory used in this research is cognitive model of Uses and Gratification, which the variables involved are information elements (content and access) as X variable and satisfaction obtained as Y variable. This research was conducted in Mercu Buana University, with total sample about 340 college students. Primary data collecting utilizes questionnaire technique research, where the respondents were requested giving a response based on a whole statement written intended to measure the influence of content and access of Kompas.com as an object of observation. Primary data processing using a quantitative analysis method, specifically with a multiple regression analysis. The result

of this research are concluded as follows:(1) Content and access variables together significantly influence the college student information satisfaction with coefficient of determination by 56,2%, (2) Content variable significantly influence the college student information satisfaction by 24%, and (3) Access variable significantly influence the college student information satisfaction by 41,3%.

Mass Media and National Unity

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Abstract

The reformation period became the turning point for mass media development in Indonesia, indicated by extensive growth of printed, electronic, and online media throughout the country. Indonesia had become more democratized

and the press as one of the main pillar that signifies democracy, was able to play the role as media for the public, not media for the authority. Nevertheless, the rapid development of media in Indonesia is not inline with expectation of the people. Media became the tool that serves the elite, only serving certain agenda or particular individuals' interests. Most media serve venture capitalists, where owners' interests, investors' interests, and advertisers' interests is becoming unavoidable, forcing mass media to side with the economic needs in order to survive.

Media as one of the pillar of democracy, ideally should serve the people advocating for national unity. The challenge becomes more difficult for the conventional media, as the emerging media which prioritize swiftness rather than accuracy, often creates turbulence within national stability. Whether we realize it or not, media can actually develop our nation's personality, and it is currently under the threat of hoaxes, fake news, and hate speeches that jeopardize national unity. To advocate unity, mass media are expected to play their proper role as the medium for the people, to put supervision on the government and other authoritative institution, and also act as mobilizing agent for the people to participate in the nation's sustainable development.

Keywords: Mass Media, National Unity, Democracy

TELEVISION MEDIA CONVERGENCE STRATEGY OF THE REPUBLIC OF INDONESIA (TVRI) DEALING IN INDUSTRIAL COMPETITION MEDIA IN THE DIGITALIZED ERA

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Abstract

As the oldest public television station in Indonesia, Televisi Republik Indonesia (TVRI) has chalked a long history in the world of broadcasting today. TVRI officially Broadcast started on August 24, 1962 when live broadcast of the opening ceremony of the 4th Asian Games of the main Bung Karno stadium in Jakarta. From time to time, TVRI always increase the number of transmission channels so that all the people of Indonesia can reach TVRI broadcast as a national information channel with a network to all corners of Indonesia. However, with the proliferation of a variety of private television stations that constantly grow from day to day, the existence of TVRI who have experienced

a golden age until the end of the 80s is sinking crushed by the aggressiveness of the new television channel that continues to grow and thrive in the midst of incessant industry competition media in Indonesia. Therefore, TVRI need to run multiple media convergence strategy in an effort to face competition in the media industry as today's digital era. Implementation of media convergence strategy must of course be adapted to the format of the broadcast, audience segmentation, positioning, and the broadcast program itself. This research uses descriptive qualitative research methods; namely the investigation to understand the problems of social / human, based on a holistic depiction of the issues. The results of the studies show that the strategy of convergence of media, especially the television media is very important for the public to access the broadcast TVRI through the help of the internet anywhere and anytime

Keywords: Strategy, Convergence Media, Media Industry, TVRI, Digitization

TRANSMEDIA MNC Emtek viva METRO TV NET. ftv wonderful indonesia

Weighing In On Barcode-ing

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Abstract

Since the 2014 legislative and presidential election, the circulation of fake news in Indonesia is growing rapidly. Not only created and distributed widely in social and online media, but due to the ever competitive and fast paced industry, fake and poorly verified news at times also reported by mainstream journalism media. To address the problem, Indonesian Press Council decided to take action by introducing a barcode policy to help the society identify trustworthy media and the information it published. Such strategy creates tension particularly related to the issue of freedom of speech and expressions. This paper argue that despite the fact that Indonesia is currently in dire need
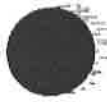
of strategic and firm approach to fight and minimize the circulation of fake
news, hoaxes and hate speech, the Press Council's decision to implement its
barcode policy is considered as a threat to the spirit of democracy and create
a window of opportunity of power abuse.

Keywords: journalism, press council, fake news, barcode policy

THE IMPORTANCE OF MEDIA LITERACY AS A GUIDANCE TO CRITICIZE SOCIAL MEDIA

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Abstract

New media engagement is now a popular subject of research. However, in
Indonesia, only a few studies relate it to the issue of empowerment and media
literacy. Social media present as part of the development of the internet. The
presence is offering the way to interact, to communicate, and to socialize
easily and new with the support of many attractive features. According

to McQuail (2010: 72), the motive in using social media are; information, personal identity, integration and social interaction and entertainment. Although some of the motives can be meet, the more abuse of social media to fraud, kidnapping, sexual harassment, prostitution, bullying even leads to depression, and also hoax. Media literacy developed as an instrument to protect people from media exposure to have the ability to think critically as well as able to express themselves and participate in media. Media literacy needed as a safe guidance to be active on social media so not become social media abuse victims and capable using social media to fulfill their needs. This paper will explain social media usage as well as its impact accompanied an explanation urgency and media literacy strategies. The importance of literacy media is giving perspectives far more clearly in view and distinguish the real world and the world produced by the media.

Keywords: social media, media literacy, empowerment

Rumba-rumba.com as Media Children Contemporary

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Abstract

Internet is a medium that is cheap and easy to use. Not only that, the Internet has also become a powerful medium to disseminate information as well as being a means of playing children and parents in cyberspace. Number of internet users in Indonesia, which has reached 132.7 million people, making the Internet becomes a major source of strength in conveying the message. Included in this media children's playground. Rumba-rumba.com be one of the child-friendly media which is devoted to children and parents. Rapid flow of information is the reason rumba-rumba.com presence as one of the media to be a means of children in learning and playing. This research uses descriptive qualitative research method, in which the author uses critical discourse analysis. Data is derived from primary and secondary data. Primary data obtained from the authors web site rumba-rumba.com and secondary data obtained from the author of books and articles are sourced on the internet. Rumba-rumba.com be appropriate media as a means where children play, because the media is using aspects of the sense of vision (visual) and auditory (audio). The interface is colorful and also the audio aspect with pleasant music instrument support creating a web site is quite worthy example of media playing children today.

Keywords: rumba-rumba.com, website, children, media, internet

Media Portrait on Multiculturalism in South Korea:
A Brief Look into Korean TV Programs

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Abstract

Since early 2000s, the flux of migrants coming to South Korea has been increasing enormously. Most of them are low-skilled migrant workers and foreign brides. However due to the reform in education policy, especially higher education, many international students are now in presence in Korean universities. With the emerging discourse of multiculturalism in South Korea, practitioners, academician and policy makers have given attentions in the changing of Korean society nowadays. Adding to this, national media especially television, has also started noticing the importance of multiculturalism issue, by making several programs that shows the cultural diversity within the society. This paper aims to discuss the multicultural reality in South Korea that portrayed through media in several Korean TV programs. By conducting a descriptive qualitative method, early results show that at least there is one

currently airing program that purposively trying to portray multiculturalism and its implications in Korean society, which is "My Neighbor, Charles" produced by KBS TV. This program films the lives of foreigner in South Korea, how they try to adapt into the society, also what problems they encounter on daily basis. However, there are also other programs that includes foreigners living in South Korea as guests or main cast members, such as "Abnormal Summit" and "Where is My Friend's Home?" by JTBC TV. As previous studies suggest that there are misguidances in South Korean approach of multiculturalism, the significance of this paper is to see how the programs try to apprise the emergence of multicultural reality in Korean society. Furthermore, this paper also analyzes how the direction in which the programs take contributes to the discourse of multiculturalism in South Korea.

Keywords: multiculturalism, South Korea, media, (South) Korean TV, (South) Korean TV Programs.

The Amendment to Law No. 11 of 2008 Concerning Electronic Information and Transactions and Freedom of Speech in Indonesia

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Abstract

The globalization of information has placed Indonesia as part of the world's information community, therefore the making of regulations concerning the organization of Electronic Information and transactions at the national level is required in order that the development of Information Technology can be carried out in an optimal, distributive, and widespread manner throughout all levels of society to advance the intellectual life of the people.

As the internet users are increasing in Indonesia, the cybercrimes are also on the rise. The government has pledged tougher actions, but internet activists say the government is trying to muzzle free speech. By the Amendment to Law No. 11 of 2008 on Electronic Information and Transactions, the government is now taking tougher measures to prevent cybercrime, but the freedom activists are still skeptical.

This article will provide an overview and discussion a number of important

elements of the Amendment to Law No. 11 of 2008 on Electronic Information and Transactions and Freedom of Speech in Indonesia.

This study uses qualitative research methods with data collection technique using observation, interview, and study documents and descriptive data analysis techniques, with research informants are the beneficiaries and the relevant officials.

The conclusion of this research that the government must make sure that the people can express their opinions freely and without any fear. The internet law shouldn't be used to limit the freedom of expression of the internet users. Indonesia needs a privacy law to enable people to use the internet more independently. The online freedom of expression is under threat in the entire Southeast Asian region.

Keywords: The Amendment to Law No. 11 of 2008, Electronic Information and Transactions, Freedom of Speech, Online Freedom, Online Defamation, Blasphemy.

Canvas Business Model of YouTubers in Indonesia

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Abstract

Becoming a YouTuber (video content creator in YouTube) has become a very lucrative and attractive career opportunity for many people around the world, including Indonesia, a nation currently under a YouTube trend. This study attempts to illustrate three possible business models, extracting data from three YouTube content creator with different number of subscribers;

Edho Zell, Kok Bisa, and Sains Bro. Utilizing Canvas Business Model from Osterwalder. And forecasting the approximate income using CPM (Cost per Mille/Thousands) calculation by Pinsky, this study attempts to simulate the business model and also estimations of cost and income stream from the three YouTube channel. The figure of forecasted income of YouTube channel with the most subscribers and video views are somewhat quite surprising when compared to Indonesia's income per capita. This explains why many people opted to choose a full-time career as YouTuber. This study would serve as an illustration of the business potential in YouTube content creating

Keywords: YouTube, Canvas Business Model, Video Content Creation Indonesia

Political Communication through Twitter Hashtags:
A Case of 3 DKI Jakarta Gubernatorial Pairs 2017

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Abstract

This paper is titled "Political Communication through Twitter Hashtags: A Case of 3 DKI Jakarta Gubernatorial Pairs 2017". The paper aims to explain the semantic function of hashtag within the campaign-related tweets of 3 DKI Jakarta Gubernatorial pairs: Agus Yudhoyono – Sylviana Murni, Basuki T. Purnama – Djarot, and Anies Baswedan – Sandiaga Uno. Through these hashtags, each pair delivers their rhetoric messages related to the implementation of democratic and peaceful campaign declaration held by the Election Supervisory Agency October last year as a form of political communication. Political communication is three-way parliamentary-set communication involving political actors, public, and mass media. The purpose of this communication is to link political actors to the people in order to deliver rhetorical messages and to hold public political discussion as a demand coming from the emergence of modern democracy era. The research found three hashtags from each pair that represents the implementation of democratic and peaceful declaration, which include #SATUkanJakarta, #salam2jari, and #SalamBersama. Each hashtag holds different semantic function. Shapp (2014) classifies semnatic function of hashtags into tag hastags and commentary hashtags. #SATUkanJakarta functions as tag hashtag, #salam2jari serves as commentary hashtag, and #SalamBersama functions as tag hashtags. This research is conducted based on descriptive qualitative method

Keywords: political communication, DKI Jakarta Gubernatorial, Hashtags, Twitter, Semantic function

Online Activism In Communities In Indonesia

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Abstract

For communities in Indonesia, internet create a sphere where member
of community could easily communicate one another through communit
media. Community media is considered as a horizontal media structur
where media content is created, produced, and distributed by an intern
community for the community itself. This research had three communitie
as the subject of research, which were Melung, Terong, and Citali. Thre
of these communities are located in Java Island to compare how thre

distinctive communities with different characteristics make use of their digital community media. Using a qualitative approach, data collection was done by social media observation, interview, and literature study. The results of this research revealed that there were three functions internet provides for community in Indonesia regarding to the public sphere, which were authentic representation and identity, platform for communities, and empowerment for communities members.

Keywords: community media, internet, public sphere, online activism.

INSTAGRAM AS A PRESERVATION MEDIA DIGITAL FOR STUDENTS IN ARMIDALE ENGLISH COLLEGE (AEC)

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Abstract

Digital information era requires people to understand how to preserve digital information in an act to give information digital access for the next

generations. Instagram is an application where people can keep photos, videos and other digital informations. Though problems occure when people install this application without actually knowing and understand the use of it as a preservation media. This research was an observation to a group of students in Armidale English College that had a workshop on digital information preservation. Students were chosen because they are the ones that face these digital technologies in daily basis, and AEC encourages students to upload any activities related to AEC activities through instagram. The research focused on two questions; (1) How is the process of these AEC students preserve digital information through instagram? (2) What are the obstacles that they face in using the instagram application?

This research applies qualitative approach with a study case method with a descriptive explanation. Data collection techniques are: observation, deep interview and documentation study.

Results show that students were asked to preserve digital information about AEC activities through the instagram application by tagging it to AEC instagram account and also adding hashtags that relates with AEC activities. The problems occure are: (1) Not every student has smartphones that can install this application (2) Most students do not have quota to upload the informations (3) Videos that were uploaded more than a year can not be acssesed clearly (4)Videos that are uploaded have only a 1 minute length of time which is not enough (5)Photos, videos or other digital information can not be found easily as they are not classified.

Key Words: Instagram, Digital information preservasion, Armidale English College.

THE USE OF SOCIAL MEDIA FOR DA'WAH TO TEENAGERS

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Abstract

Based on a survey from Indoensia Association of Internet Provider Services/ Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) in 2016, there were 24.4 million Internet users in Indonesia aged 10-24 years. The magnitude of this amount is reasonable, because the Generation Z or teenagers these days have been very familiar with the technology. This condition is an opportunity for the da'ie to gather teens through the internet. Paradisean Youth is an example of community which success approach to young people through social media. This study aims to examine the use of social media by Paradisean Youth in gather teenagers. Through a case study approach, researchers found that the community uses several da'wah strategies which accepted by teens. It was found that Paradisean Youth optimizing features of 'like' and 'share', make a quiz, use an unique language, advertise their post, display anime and cosplay in their da'wah on social media. It makes da'wah by Paradisean Youth are known and accepted by teens.

Key Words: Social Media, Da'wah, Teenagers, Paradisean Youth, Case Study

Obscurity About the Shark Conservation in Indonesian TV Program

A critical discourse of TV Shows about Shark Conservation on Indonesian TV

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Abstract

Sharks are the top predator in the ocean. This animal is feared by human because there are quite a lot of data about human death by shark attack Unfortunately, there are more sharks dying at the hands of humans. Shark are hunted for human consumption purposes. Shark fins are cut and dried packaged, and shipped throughout the world to serve the soup. Shark fi trade massively threatening the lives of sharks in the sea and Indonesia the leading exporter in the world's largest shark fin.

In Indonesia, this issue does not get much attention. Indeed, environment issues still have not received serious attention from the audience, wherea damage to our environment is getting worse. Some mainstream mass med and social media to raise this issue in two years related terakhit rampa trafficking of shark fins in Tanjung Luar Lombok and Karangsong Indramay Unfortunately, this issue is not delivered comprehensively, so the informatio only passed at a glance which can cause confusion for the audienc

This study uses critical discourse analysis Teun Van Dijk to study 4 national television shows sharks in Indonesia and one film about shark hunter. With the approach of normative theory of media and communications environment, the study concluded that the mass media is still not seriously working on the issue of protecting sharks as a form of education to the public. Broadcast content, duration and frequency of shark protection campaign should be made to strengthen and enlarge public awareness to preserve the environment.

REGULATION BASED ON LOCAL WISDOM AND HARMONY MEDIA

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Abstract

The mass media is an integral part in the life of society. Society has become the mass media as part of life and also liberated part of people's lives. There are so many influences caused by the presence of mass media is so much variety in our society. This study would like to see the media as a conflict that can be made in the community. Therefore, this study is important to find solutions to make the media as part of the solution to be a medium that harmony by wearing a regulation that is rooted in the local culture of the nation.

Keywords: Media, harmony, culture, local, and conflict

The Impact of the Internet in Forming Students' Learning Behavior

(A Case Study of the Students of the Faculty X, University Y in Bandung)

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Abstract

This study discusses the impact of the internet media in forming students learning behavior. The main method used in this research was a qualitative approach with the primary data source was the students of Faculty X of the University Y in Bandung. With the technique of collecting data through observation, interviews, literature study and documentation prepared scientifically and systematically it is found that the internet media in students learning behavior had such impacts as value impact and psychological impact. The impact on value is a positive impact that can be seen in terms of the easy access by the students, anywhere and anytime, with simple and efficient, information they wish to find. The negative impact of internet media in the learning behavior of students is that it is easier for students to copy and paste from the internet in completing tasks, and lead to laziness. The psychological impact caused by Internet media includes three factors cognitive impact, affective impact, and behavioral impact. Student learning

behavior being studied, namely rational behavior with the concept of discovery learning, and behavioral dependence on the use of internet media in learning with the result that internet had provided comfort and suggestions for each student so that they become interested in using it again and again.

Keywords: Internet, West Java, Learning Behavior, Students, Media of Learning.

Current Status of Korea Co-Production Agreements and Related Laws & Regulations

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Abstract

Korea's media landscape is going through rapid change. In trying to maintain Korea's competitiveness in the changing media market, co-production of broadcast content is receiving not only academic but also policy attention these days. Co-production of broadcasting content or program is a practical and cost-effective way to enter overseas markets where there may be complicated regulations and market access barriers. A Co-production Agreement is an official government-backed international agreement, where

co-produced broadcasting content such as TV dramas, entertainment, animation etc. receives recognition by the government as a domestically created content. The government is therefore obligated to give national treatment to the broadcasting program. The Korean government has concluded 7 Co-production Agreements so far, and is currently in the talks with two countries. This paper explains the background and related laws and institutions regarding the co-production agreement.

A Waited Policy:
(The Community's Responses of the Transportation Policy in West Java as Reflected on the Mass Media)

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Abstract

This article discusses how public policies on transportation were responded by the community of West Java, Indonesia. The responses were reflected on the mass media distributed in West Java. It is important for the community because of the development of transport services have a very close

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relationship with the social welfare and economic growth of the region. This can be demonstrated with an indication that the region has a complete transportation system works better than other regions, so that these regions tend to have better levels of social welfare and economic growth. Conversely, the less functioning transport would result in the emergence of social problems and environmental problems. This descriptive, qualitative study here used a multiple case method. Interviews, observation and document analyses were used to collect the data. Face to face interviews using a list of questions were also developed for this study. The findings of the study indicate that in addition to its own designing and implementing transportation development plan in West Java itself, there was also a transportation development involving national government of Indonesia. All of West Java transportation plan was properly responded by the public because it helped the community to solve the problems.

Keywords: Public Policy, Regional Transportation, West Java, Political Communication.

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Explaining the Structure of Public Health Policy of Maternal and Child in West Java in the Mass Media

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Abstract

This study seeks to make a deep, systematic analysis of the communicative media elements in the socialization of the new structure of public health policies, especially in the field of mother and child in West Java, Indonesia. This study is important in order to evaluate whether the government services on maternal and child health is understood or not by the community. With descriptive-qualitative method this study presents a discussion of how the government socialized the public health programs in West Java province so that their new structure of the programs is understood. With theories of implementation of policies and systems theory, the data was obtained and showed that (a) there was lack of unity of the coordination and uniformity of information services, so that the structure of cooperation in public health institutions in the Provincial Government of West Java was not performed well; (b) in implementing their obligations the public relation officers were not highly motivated for the services of public health to be understood by the

interacted institutions and the customers. Hence, there was lack of health care public relation officers who directly addressing maternal and child health were perceived by the public not so well that this study recommend the convening of additional public health officers in the community.

Keywords: Public Health Policy, West Java, Media, Structure of Policy.

Media As A Strategic Factor Of The Incumbent Triumph

(A Case Study at the Local Election of 2008 in Bandung)

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Abstract

This study examines the influence of the media in building of people's image of a political actor in Bandung City, West Java, Indonesia. This is possible because that media is apolitical mean to build and refine the image of the mayor of Bandung so that he could defend his reign in the second term of governance. The study uses qualitative approach in order to get the natural settings in which there are many behaviors and events occurred. This study also uses such political theories as political actor, political communication and political mobilization which could have significant impacts on building and defending image as an incumbent of mayor of Bandung City, and should not be ignored in political analysis. To that end, the mayor was very successful in making himself as a political actor, communicating with others and mobilizing the majority powers of Bandung City. And this was earned by the assistance of media workers who built positive images of the mayor.

Keywords: Local Media, Bandung, Local Election, Political Communication

The Obstacles to Implementation of the Public Information Policy in West Java Provincial Government

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Abstract

This article examines the implementation of Law No. 14/2008 on Public Information Openness (KIP) on the Government of West Java Province. This qualitative, descriptive study presents a discussion of the factors that influence the hindrances in implementing the aforementioned policy in West Java province. With the theory of policy implementation, the data found that the factors that should support the successful implementation of public information policy in the government of West Java are still many shortcomings in terms of the implementers, structure, planning, infrastructure, and others. Therefore, there is still much to be improved in the implementation of the law in West Java.

Keywords: Policy Implementation, Public Information Openness, Government of West Java Province

The Media of the Community's Political Participation as Received
By the Regional Representatives Council
(A Case Study in West Java, Indonesia)

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Abstract

This study examines the performance of the regional council in serving of people's participation of political aspiration in West Java, Indonesia. This is possible because of West Java province is an autonomous region authority to regulate and manage the interests of the community and Government Affairs at its own initiative based on the aspirations of the people. The study used a qualitative approach in order to get the natural settings in which there are many behaviors and events occurred. This study also uses an institutional theory (institutionalism), because the theory could lead the researchers of the structure, regulation and institutional procedures which could have a significant impact on a public policy and it should not be ignored in policy analysis. This study found that in order to carry out their functions as elected representatives, the members of the provincial council always make themselves available for the community's participation. To that end, the

members of the provincial parliament, among others, absorb and collect the aspirations of the constituents through regular working visits; accommodate and follow up the aspirations and complaints; and give morally and politically accountable to the constituencies. In addition to receiving complaints that come to the Parliament's office, public participation was performed on working visits on a regular basis by the members of Regional Representative Council for each electoral district at the time of recess. In terms of participation, all the services were conducted in a transparent manner, especially using the Council's website. Even so, some people still doubt the veracity of such participation.

The Contribution of the Digital Media Industry in Developing the Spirit of Entrepreneurship of the Community

(A Study in Bandung City, West Java, Indonesia)

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Abstract

This study examines the contribution of the digital media industries to encourage and provide a model of economic growth, including in the field of micro, small, and medium enterprises. This could be a potential that can provide public welfare. The questions to be answered here were about how to model a development of community-based digital media industry in Bandung City, West Java. With descriptive and qualitative methods, this study found that the existing digital media industries in Bandung had sufficiently active roles in the development of the digital media industry in the community. The community itself had already been opened in responding the industries initiatives and the development of contemporary technology in the field of selling goods and services. Still there were obstacles that might be continue to be refined for the success of the community's digital media industry.

Keywords: Bandung City, West Java, Entrepreneurship, Digital Media Industry

"Communication Experience among WA (WhatsApp) Users in Response to Health Information"

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Abstract

This study, entitled is "Communication Experience among WA (WhatsApp) Users in Response to Health Information"
. The purpose of this study was to determine the WA user's in response to health information on social media WA. The method used in this research is descriptive method, which specifies the methods and interpret the data objectively. With this method the authors analyze and specifies the user experience problems WA to health information in social media WA.
Health information distributed via social media WA is expected to meet the desire of women in general will .Kesehatan health information is a problem that is always current and can not be separated from human life. Health problems are the basis for humans to be able to expand and improve the quality of life. Therefore, with the widespread deployment of health information in social

media useful for solving health problems is still experienced by developing countries like Indonesia

The results of this study indicate that WA users actively select the information needed and then participated disseminate information deemed important to the other party through the network media WA. Their social media cause these mothers play an active role in the dissemination of health information to a broad audience WA users are connected in their personal contact of group. Social media as a form of electronic communication can create online communities to share information, ideas, personal messages, and other content.

Keywords: Health Information, User Whatsapp, Social Media.

DIGITAL MEDIA UTILIZATION IN RURAL AGRARIAN COMMUNITY: A STUDY IN SUMEDANG

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Abstract

Urban communities have used digital communication media to meet their needs and social psychology by making the internet as a place to meet and interact, and build relationships. How do about the rural community, especially in the agricultural society?How they use it as an agrarian.

This study aims to describe how the use of digital communication media by rural agrarian. This descriptive researchwas conducted in the district of Tanjung Sari Sumedang regency, West Java province. Data were mainly obtained with a structured interview and observation.

The results showed that agricultural laborers whom aged over 50 years generally do not have mobile phones. It is because they are in low levels economic status as well as low levels of education (not completed primary school). The digital media by farmers on a farm laborer main use is for receive calls about work. The farmers with the use of digital most keenly feel the benefits media is to facilitate the "coordination" between the farmer and the agent / seller will accept their harvest.

The Meaning behind Augmented Reality show in Simultaneous Elections Filler at Kompas TV

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Abstract

Visual graphics technology is growing rapidly in broadcasting industry. This i in line with the demands to see three-dimensional (3D) TV's show with goo quality to build something real to the television screen. In Indonesia, the us of Augmented Reality (AR) is very high, but because of the level of difficult and less of experts, the AR technology could not be used in daily situation and conditions. One of the National Network Station in Indonesia, Kompa TV, often use AR technology, one of the product is filler or short package fo 2017 Simultaneous Elections.

By utilizing the AR technology, viewers can obtain detailed informatio through visuals that seemed real, which sometimes hard to explain b standard visualization through general video recording. This research us a semiotic analysis to study the significance and uniqueness of message through AR technology in 2017 Simultaneous Elections Filler which aired Kompas TV on February 15, 2017.

AR technology provides unique information to the viewers, so that the viewers can understand the message in detail with supporting animations such as buildings, trees, planes, figures and so forth. The results of this study can be used by professionals and academics to understand better the progress of audio visual message which evolve through technology.

Keywords: Augmented Reality, Kompas TV, Semiotics, Message.

THE ROLE OF E-COMMERCE IN INCREASING SALES OF AGRICULTURAL PRODUCTS

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Abstract

The number of internet users in Indonesia from 2010 until 2014 is increasing very rapidly. Along with the increase of Internet users, many businesses are utilizing e-commerce as one of the strategies in marketing activities. Agricultural products have the characteristics of perishable, used a bulky voluminous and compelling for analysis the whether 'e-commerce can increase sales of agricultural products. The study was conducted from October to December 1999 by taking a case in the company of input means

agricultural products company, organic vegetables and florist company. Purposive sampling is carried out and the data were analyzed descriptively. Research results revealed that e-commerce can increase sales of agricultural products. The obstacles faced manufacturers in using e-commerce is varied. While the obstacles for consumers is in order, could not see directly the quality of products, the display is drawn differently with reality, not shipping on time, always use a credit card, and the institution of legal aid in the use of the internet is still weak. The strategy of the company should do to increase sales through e-commerce, among other micro target an online audience, personalize, create content to build stickiness, tailor the browsing experience to target segments, integrate across channels, invest in mobile, tap into logistic, consider subscription commerce, bypass the middlemen, offer a seamless experience across channels, proprietary selection and sell internet only merchandise.

Keywords: E-commerce, selling and agriculture product.

(Theme: Media Quality and Creative Content)

DIGITAL PR CREATIVE CONTENT FOR SMALL AND MEDIUM ENTERPRISES

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Abstract

The world now is engaging the era of digital, as many activities are interconnected through the world of digital, especially Internet. PR practitioners should always adapt to the new change; this includes how to incorporate PR value into some contemporary applicable activities. The Digital PR is a state of the art practice that combining conventional PR values using a more sophisticated modern technology. The application or the media of Digital PR includes: websites, social media (including twitter, Instagram, Facebook, Youtube, and so on) SEO. It is practically some PR activities in a new medium. Small and medium enterprises also blooming in this digital era, as some of them not yet been able to acquire a large capital, they turn into digital as more reliable and cheap medium to market their product and services. For that matter, it becomes an important part of start-up companies to employ

effective and efficient digital public relations to reach their objectives. This research is focusing on how the impact of digital PR on small and medium enterprises, by using a descriptive method with qualitative data. The object of this research is a Digital PR consultant, SixClique Digital PR on their Digital PR work. Data collection technique being implemented are interviews and observation. Research shows that Digital PR helps Small and Medium Enterprises (SME) in two ways, functionally and emotionally; the process of Digital PR for SME is through several steps such as research, deciding target market, product positioning, and determine the suitable media for the message to be delivered; the research also shows that the obstacle of Digital PR for SME is the lack of consistencies in maintaining the PR activities.

Keywords: digital PR, small and medium enterprises, social media, Internet, website.

(Theme: Media Quality and Creative Content)

THE ILLUSTRIOUS SAMPOERNA HIJAU TVC, "EATING FRIED RICE" VERSION

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Abstract

This study is about the appeal of Sampoerna Hijau TVC, "Eating Fried Rice" version for the people of Bandung Municipal. The objective of this research is to explore Sampoerna Hijau's TVC "Eating fried rice" version level of attractiveness. This research uses descriptive method, using questionnaire and interview as data gathering technique and Implying multi-stage sampling as sampling technique.

The results of this research show that most respondents favour the ad impressions on television due to (1) interested in different concept compared to ads of other cigarettes brand, (2) the characters in the ads are not good looking, far from the dashing celebrities, but able to deliver a powerful tag-line of "asyiknya rame-rame", (3) the humour approach in storyline, creates a memorable and catchy television commercial.

So it can be inferred that the version of Sampoerna Hijau advertising "Eating fried rice" is a television commercial that creating an intrigued for audience, which implied in the suggestions of the desire to retain the characters in television commercial for later versions.

Key words: Appeal, TVC, Sampoerna Hijau, "Eating fried rice" version, Bandung.

LOCAL INFORMANT FOR INDIGENOUS AGRICULTURE KNOWLEDGE OF IN THE MAKING DOCUMENTARY FILM

Case Studies in the filming of "Kasepuhan Nan Bijak"

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Abstract

This study was conducted to determine the resource persons who are competent in the field of indigenous agricultural knowledge in the Community Kasepuhan. The research method is done using qualitative methods through case studies, filmmaking Kasepuhan. The process is carried out when a search of information on indigenous agricultural knowledge is still limited in the form of a written document, so in need of more information from the field. Informant is a source that can be used in the search for such information, determine the appropriate informants should consider several things. The first consideration is to know the field / subject systemsnya indigenous knowledge. After that study the characteristics of the region for culture. Determine the appropriate key informants to see organization structure in the community. Looking for another informant who is not in the structure of the organization, but are involved in agricultural activities. Local resource persons in the field of indigenous knowledge Farming Systems in the kompenten kasepuhan

community to complement the information and data is Kepala Desa (the head of the villagers)/ Jaro; Sesepuh Girang; Kokolot or Olot Among the non-Kasepuhan members and Conservative Lines Among the Citizen-Kasepuhan (opinion leaders); Ajengan and Ulama (Islamic religious scholars); Kuncen (the janitor of sacred place); Lebé (mosque official, especially concerning with marriage)/ kokolot/ Olot village in religion; Dalang (the person who has the skill and knowledge of performing traditional wooden puppet show or wayang) / kokolot/ Olot in the field of culture; The wealthy farmers; School teachers; inheritance water management/ irrigation Ulu-ulu; Village head (the head of a village sub-division area)/ Pu'un; Chairman of Rukun Warga (the head of a village sub-sub-division); Chairman of the Neighborhood (RT) (the head of a neighborhood area). Knowing the proper local speakers will make a valuable documentation work on the development of the Film, knowledge and the preservation of the culture itself.

Keywords: Local Informant, Indigenous Knowledge, Indigenous Agricultural Knowledge System, Cultural Documentary.

Mediated Social Behavior of Students Faculty of Communication Science Unpad

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Abstract

Teens and social media are two things that are inseparable in today's digital age. Each of them holds at least one digital tools in their life wherever they activity. This phenomenon is interesting reviewed for social media plattform what are used and whether the motives contained in the social mediated activity. As well as how is the search behavior and teenagers share information in this regard Fikom Unpad students.

Using the survey method and techniques of data collection were questionnaires, this study was conducted to 63 students of Communication Faculty Unpad Communication Studies force in 2015 as a sample.

The results of this study provide an explanation of the plattform used Fikom students are: Line, whatssup, Instagram, Facebook, Path, Snapchat, Twitter, BBM, Pintereset, Ask Fm, Tumbler, Youtube. Furthermore, there are things that most often shared on social media information in the form of photos, locations, stories and daily activities. There is also information sought

students usually about: news, funny things, culinary, music and other. And the most interesting thing to comment on them in social media are: something controversial, hot issue, unique or strange things, information about friends.

Keywords: Behavior; Social Media, Student.

IBRAF INTERNATIONAL CONFERENCE"MEDIA FOR WORLD HARMONY"

In Searching of World Harmony through Quality Journalism to gain Soft Power in Indonesian Public Diplomacy

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Abstract

Quality journalism is believed to be one factor which can contribute to make world harmony come into being. As it often regarded through the functions

that it plays - informing the public and the watchdog role, it usually used by particular actors in international relations to support their attempts in convincing their counterparts in other countries for several objectives. This paper will discuss how quality journalism is used as a tool in public diplomacy to gain Joseph Nye's soft power concept - attraction, persuasion, cooptation and emulation. The research method used was descriptive analysis. The result indicates that Indonesia still needs to develop its quality journalism to enhance its soft power in realising the national interest of Indonesia in the future.

Keywords: quality jornalism, soft power, public diplomacy, Indonesian Government.

RATING AND SHARE:
TELEVISION PROGRAM COMMERCIALISM CASE STUDY OF TRANS TV

Abstract

Rating-Share issued by AGB Nielsen Indonesia until today is still a references to various parties involved in the production of television programs, namely Advertisers, Agencies, and Producer of the Program. Rating - Share could determine how many ads that get into a television station. Therefore, the

producers will strive in order to obtain a high Rating - Share. Trans TV, as a television channel that 80% of its programs are Inhouse Production and do not airs any TV series, the researchers chose eleven (11) producers of various categories of programs as an informant keys. As well as Trans TV Editors, academics, and advertising practitioners as addition informants. This study is using theory Construction of Social Reality by Berger. This study aims to determine the construction meaning of rating-share for producers and know what kind of effort the producers would have done to obtained the expected rating. The research finds, that there is a compulsion for the producers of the programs in Trans TV to use the ratings and share that is released by AGB Nielsen. It is because until now it is the only rating survey agency of television programs, which is actually still not able to describe the quality of the program. Rating and share numbers become a tool for television media to obtain the profit, as the rating and share could represent the revenue from the total of the advertisers. For those producers who are responsible for the program, obtaining the scoring rate and share is the main goal, because the rating score will have an impact on personal interest in the form of an award from the company. Suggestion study, is soon to formed another institution that organizes the television program survey from the aspect of quality not merely a representation of audience amount as it is done by AGB Nielsen.

Keywords: Rating-share,Inhouse,, Commercialism Production, Broadcasting, Trans TV, Tripartite.

PORNOGRAPHY IN MASS MEDIA
Critical Studies on Pornography in Indonesia Mass Media

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Abstract

The appearance of images, photographs, illustrations or the use of certain words in the media, consciously or not, may contain pornography caused by low standards or tastes medium. Selection of images or words often made vulgar language media. Consequently, there silting aesthetics and information. One form of silting and vulgarity language is kitsch. Kitsch is considered as a form of bad taste or artistic trash due to the low standard of aesthetic use. Media content more prominent with the value of provocation (eroticism, sensualism, sexism) rather than aesthetic value.
Pornography is considered as part of the low taste, because etymologically the term porn in Greek means prostitution at the lowest level and as silting of the sign quality.

Keywords: Pornography, Women, Media, Taste, Information.

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THE LACK OF ENVIRONMENT EDUCATION ON TV PROGRAM

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Abstract

One function of the media is to educate the public. This role is very important for television, because for most of the world audience, television is still a strong impact on society.

Most mainstream television more interested in discussing political issues than the environment when the environmental conditions in the world are getting worse. Excessive use of plastic, the higher the pollution, and the use of chemicals in agriculture is increasingly widespread, is a threat to the public. Television programs is still prioritizing commercialism and capitalism.

Entertainment program still scattered in many mainstream television station. Most impressions about environmental education in the television did not raise the issue in a comprehensive manner.

The issue of climate change is rarely a concern of mainstream television. This study is a critique to the impartiality of television on the issue of climate change which is the root cause of many natural disasters that occur. By using the theory of responsibility of the media and the normative social theory, this paper raised some overview of the program which only raised the issue of disaster on the surface without lifting the root of the problem. The results of this research are expected to be input for the television managers to be more concerned with the issue of climate change as a form of responsibility of the media to the audience

Keywords: Climate change, disaster, TV program, environmental education.

Content Supervisor Authority of Radio and TV in Indonesia

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Abstract

Indonesian Broadcasting Commission (KPI) based on Law No. 32 of 2002 granted the authority to control the content of radio and TV broadcasts. But this is not the monopoly of KPI monitoring, there are other institutions that have authority also to supervise the content of radio and TV broadcasts, the Press Council and the Advertising Council of Indonesia. Supervision by the Press Council limited to news journalism activity results broadcast radio and TV guided by the Code of Ethics of Journalism. Board advertising content broadcast monitoring radio and TV advertising association supporting the existence of DPI. Thus the watchdog agency the contents of radio and TV broadcast in Indonesia there are currently three institutions that KPI, the Press Council, and the Advertising Council of Indonesia.

Keywords: Supervisor Institution, Control, Broadcast Content, KPI, the Press Council, DPI.

THE USAGE PATTERNS OF CONVENTIONAL MASS MEDIA OF UNPAD STUDENTS

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Abstract

It is undeniable that the use of conventional media in fulfilling the needs of information, particularly for students has been altered by the presence of new media. This study aims to determine the knowledge and the use of conventional mass media of Unpad students whether electronic or print, the intensity of usage and emphasizing on the motives and purpose of their use of the media. A Quantitative descriptive method with a survey approach by distributing questionnaires was used for data collection. 200 students of Unpad from 8 different courses consisting of 4 courses of social sciences and 4 courses of physical sciences has been chosen as respondents. Results showed that students still use conventional media with a tendency to consume print media such as Kompas, Playboy, Gaul, Nova and Bobo, as well as listening to radio stations such as Prambors and Ardan, watching NET TV and Trans at a low intensity, while reading books in the form of novels at a high intensity. Social Science students tends to use conventional media to acquire knowledge while physical science students uses it for searching

information and entertainment. Conventional media must attempt to offer a program or manage a creative content, which can attract students to continue using conventional media in fulfilling their needs for information

**Keywords:** Conventional Media, Unpad Students, Media Usage.

INSTAGRAM AS A MEDIA OF INFORMATION
A Case Study of Presenting Information Through an Instagram Account @PRFMnews

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Abstract

The advancements of information technology has affected the patterns of society regarding the way they consume information. This change has impacted the strategy of mass media in managing its messages. The media cannot simply rely on its main channel, but is also necessary to converge with new media, particularly social media.

This research attempts to discover the media strategy of PRFM Radio
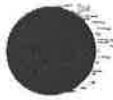
Bandung, as an audio based form of mass media, in managing and organizing their message to be presented on Instagram. This research used a qualitative case study approach, which is based on the theories of media impact, new media, and social media.

The results of this study indicates that PRFM Radio Bandung have taken certain measures in facing the advancement of technology by collaborating with social media. This new form of media, particularly Instagram is used as a broadcast outlet, media interaction, as well as a manufacturer of independent information for netizens. Every content presented on Instagram @PRFMnews has to go through stages of a design, to adjust to the character of Instagram audiences that prefers content in the form of photographs and images related to beauty.

Keywords: Instagram, Information, Radio, Social Media.

MEDIA LITERACY MODEL AT PRFM RADIO BANDUNG
(A Case Study of Media Literacy Model on the 'Citizen Report' Program at 107.5 PRFM Radio Bandung)

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Abstract

The image of mass media as a tool for political interests, narcissism of media owners, as well as excessive capitalization has deprived the rights of the public as owners of broadcast frequencies. The public has the right to receive information and entertainment that is useful and educational. As a result, the public prefers other channels as an alternative to meet their needs for information, such as participating in creating information that is compatible with their needs in the form of citizen journalism. This process can be categorized as Media Literacy.

The research is conducted at PRFM Radio Bandung, as a radio station that implements the concept of citizen journalism on their 'Citizen Report' program. A qualitative descriptive method was used in this research.

Results of this research indicates that PRFM Radio Bandung has a unique way of applying the concept of citizen journalism. They designed stages in the way they gather news, which includes using the term 'confirmation circle', to obtain truth and credibility from the information received from the public. This stage shows that there is a media literacy model on the 'Citizen Report' program at PRFM Radio Bandung.

Keywords: Media Literacy, Citizen Journalism, Radio, PFRM, Bandung.

PRESS COUNCIL'S LOGIC AGAINST HOAX 1

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This article was written with the aim to problematize the Press Council's logic in their efforts to eradicate Hoax news in society with verify and give barcode to mass media. This paper reviews the legislation and the motivation of the Press Council in conducting the policy, showing how their effort to strengthen the authority of the media did not consider the historical view and the development of journalism discourse today. Hoax news recently is one of the issues that has been catching everyone's attention. In Indonesia, one of the first totem of hoax news is where print media named Obor Rakyat, who published false news related to multiple parties at the 2014 election momentum. Since the existence of Obor Rakyat, media practitioners and experts began to debate the positions of the media and how the media's mechanisms and duality mainstream and alternative information in the distribution of hoax news map. Apparently, the debate of hoax information didn't effective to eradicate hoax news in mass media. Not only in the print media, online media has become the main amplifier that spreads hoax news in every direction. Press Council was trying to fight against hoax news. Press Council tries to build fortifications to fend off attacks of hoax news from public. In Press Council's opinion, the most effective way to combat hoax news is to establish the authority of the manufacturer of the message, which is the mass media itself,

MASS MEDIA AND NATIONAL CULTURAL PRESERVATION

Dedi Rumawan Erlandia and Agus Setiaman

Abstract

At the present time, it is difficult to deny that the mass media have become an important part of human life in every day actvities. The mass media have become a part that is not biased separated from the life of mankind, because the existence of the mass media has been acknowledged and felt so great in human life. The media also have a strategic role in the development of the patterns of life and the demands of public life.

On the other hand, mankind consciously or not living in a culture and has role in the cultural life which has become a cultural value system of the people in Indonesia that seem to be very static and irrelevant. While other cultures increasingly emerge and fill the empty spaces of the needs of today's society through the mass media. The mass media are also other cultures are dynamic and in accordance with human needs that comes closer and more closely to people's lives and made new value system at this moment that is considered to be in accordance with the demands of the times

Keywords: Mass Media, Culture, Value System, Life.

Utilization of Social Media in Social Marketing Policy of "Do not Throw Garbage to the River" Aimed at People not to Throw Garbage into the River

Uud Wahyudin

Dedi Rumawan Erlandia

Abstract

Utilization of social media in social marketing policy of "Do not Throw Garbage to the River" aimed at people not to throw garbage into the river. Some important things that can be done by the government for the success of social marketing. First, the policy of prohibition to throw garbage into the river, in the implementation of sanctions is absolutely necessary. Not enough to simply letter distributed or recommendation. Second, the consistency in policy and action. Third, utilizing social media as a marketing channel in the program "Do not Throw Trash to the river". In a policy that prohibits throwing garbage into the river, the plan of action must be based on the issues that have been identified with the correct and consistent implementation. Involving the community in action to preserve the river, one of which do not throw garbage into the river.

Keywords: social marketing, environmental communication, health communication, social media.

Radio The Oldest Electronic Media prioritizes the Freedom of Press

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Abstract

This study aims to determine the role of radio as the world's oldest electronic media in conveying information in the freedom of press. Media competition and consistency in carrying out the function of the press as a transmitter of information to guide the Republic of Indonesia in the broadcast radio program student forum. In the era of the freedom of Press which began in 1998 and was marked by the birth of a new mass media, consistency as a transmitter of a variety of information on the community is needed. Radio Republic of Indonesia in conveying information to the public based on the accuracy, the balance, based on the facts and the public attention to the information recipient. The freedom of press in Indonesia is currently addressed in a thoughtful and guided by the Law number 40 of 1999 on the press and Law No. 32 of 2002 on broadcasting. Broadcaster and resource becomes an important element in conveying information to the public.

Keyword: Radio, function of press, freedom of press, the collage student forum.
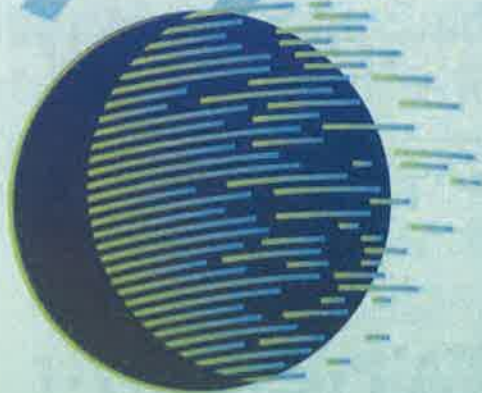
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