

Abstract

This policy paper addressed the issue surrounding the low content quality of Indonesian television broadcasts that influenced its audience negatively by hindering education development on students that use television as a source for education. Current television broadcasting policy, notably Law No. 32 Year 2002 regarding Broadcasting and Indonesia Broadcast Commission Regulation No. 01/P/KPI/03/2012 Regarding *Pedoman Perilaku Penyiaran (P3) dan Standar Program Siaran (SPS)* currently not sufficient to maintain and improve the television to support national education. The paper recommends communication policies to improve the current conditions by initiating improvement of existing regulation and forming the law to support educational content creation. With the recommendation will be expected to reducing non-educational media consumption by students, improving the content quality for television broadcasts as well as increasing the availability and variety of educational content through inclusive and creative production.

Keywords: television, mass media, education content, communication policy