

ABSTRACT

This study examines why local content provisions stated in the Standards of Broadcasting Program stipulated by the Indonesian Broadcasting Commission (KPI) could not be optimally implemented. To achieve this goal, qualitative single-case case study focusing on the implementation of local content policies by the Regional KPI (KPID) of West Sumatra was conducted. The main data were collected using in-depth semi-structured interviews with two key executing actors of the policy, namely the Head and the Commissioner for Broadcast Content Monitoring of the West Sumatra KPID. The data were then analyzed using the *Framework analysis*. Factors that hinder the execution of the regulations and how these factors contribute to the failure of implementing the local content provision in West Sumatra were identified using policy implementation theories proposed by Mazmanian & Sabatier (1983) and Smith, Kevin, & Larimer (2009). This study found that the non-compliance to local content provision was due to a lack of strict enforcement of the policy, which was caused by several factors during the policy implementation phase, namely ambiguous and equivocal regulations, differences in executing agencies' priority, the lack of financial support, and the lack of coordination between agencies. This study highlights the subnational dynamic of broadcasting policy which has received little attention in prior academic discussions. In addition, the findings of the study are expected to contribute to a better enforcement of the policy.

Keyword: *policy implementation, subnational government, media policy*