

CONTENTS

| | |
|--|-------|
| AUTHORIZATION..... | i |
| PERNYATAAN BEBAS PLAGIASI | ii |
| CONTENT | iii |
| LIST OF TABLES AND FIGURES | iv |
| ACKNOWLEDGEMENT | v |
| LIST OF ABBREVIATIONS..... | vii |
| ABSTRACT..... | ix |
| CHAPTER I INTRODUCTION..... | 1 |
| CHAPTER II LITERATURE REVIEW | 8 |
| II.1 Media policy | 8 |
| II.2 Implementation study | 11 |
| CHAPTER III METHODOLOGY | 15 |
| III.1 Research design..... | 15 |
| III.2 Data collection..... | 16 |
| III.3 Data analysis | 17 |
| III.4 Limitation of the study | 19 |
| III.5 Significance of the study | 20 |
| CHAPTER IV P3SPS IN WEST SUMATRA | 21 |
| IV.1 Broadcasting code of conduct & standards of broadcasting program | 21 |
| IV.2 P3SPS & broadcaster's compliance in West Sumatra | 24 |
| CHAPTER V CAUSES OF SUB-OPTIMAL IMPLEMENTATION OF LOCAL CONTENT PROVISIONS..... | 27 |
| V.1 Inconsistent and equivocal regulations..... | 28 |
| V.2 Central KPI's instruction..... | 32 |
| V.3 A major lack of financial support..... | 34 |
| V.4 Coordination issue on budgeting between KPID and Diskominfo | 38 |
| CHAPTER VI STRATEGIES OF THE KPID OF WEST SUMATRA | 42 |
| VI.1 Weak enforcement of the policy | 42 |
| CONCLUSION..... | 48 |
| Recommendations..... | 50 |
| Future agenda..... | 52 |
| BIBLIOGRAPHY..... | 53 |

LIST OF TABLES AND FIGURES

Figure

1. Percentage of local content broadcasted in West Sumatra (2020).....25
2. Violation of P3SPS in West Sumatra (January 2018 - May 2021).....45

Tables

1. Showtimes for local content in West Sumatra (2020)26