

# THE PRIVILEGES OF THE TELEVISION BROADCAST PROGRAM IN INDONESIA DURING RAMADAN

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## Abstract

Ramadan month is different from other months. For Muslims, including Muslims in Indonesia, it is the most special month that changes the Indonesian people ways of life. The changes also predisposed Television broadcast programs in Indonesia. The majority of broadcast programs participated actively in supporting the devoutness of Ramadan fasting.

The research entitled “The Privileges of the Television Broadcast Program in Indonesia during Ramadan” is aimed at describing the existing Television programs broadcasted in Ramadhan month compared with those of Television programs broadcasted in other months. Through the description and comparison of Television broadcast programs, it is expected to identify the privileges of the Television broadcast program in Indonesia during Ramadan.

This study employed Islamic and Juridical approaches referring to Islamic norms through formal law published by the Indonesian Broadcasting Commission (KPI) and the Regional Indonesian Broadcasting Commission (KPID). The method applied is descriptive qualitative method with data collection techniques focusing on participative observations on Television broadcast programs, both of SSJ (Network System Stations) and of SPL (Local Broadcasting Stations) referring to the parameters of Islamic norms and KPI regulations.

The results of the study indicate that there are several privileges of Television broadcasting programs during the month of Ramadan; KPI & KPID formatted the formal law specifically applied for Television broadcast programs during the month of Ramadan; those Ramadhan program privileges are documented in detail in the form of news, broadcasting, and advertisement.

**Keywords:** Program, Broadcast, Ramadhan, Television, Privileges, News, Broadcasting, Advertisement

## INTRODUCTION

Broadcasting is not a hollow world, but related to a story<sup>1</sup>. As mandate from Broadcasting Law No. 32 of 2002 that broadcasting institutions has four functions: information, education, healthy entertainment, control and social glue, encouraged broadcasting institutions as other mass media; has extensive and reciprocal accessibility. One side of broadcasting institution can choose broadcast content, disseminate it, even affects a lot of audience, so, both of cognitive, affective, and even conative to audience patterned on framing. But on the other hand, audience can give an influence, both of directly or indirectly on broadcast content, thus, patterned broadcast content in broadcasting institutions following a market flow.

That fact provides an illustration that broadcast content on broadcasting Institutions are rich; not only about idealism concepts of broadcasting institutions, but inhaling and ticking inspirational social facts. That reality also proves multidisciplinary thesis of Communication Science; who always unity; closely related to other disciplines are involved in various forms of study.

As part of mass communication applied, broadcast content cannot stand in its own territory, but also wandering along endless servings. Every social fact always be an inspiration to big birth masterpiece of broadcasting people. Especially that social facts related to lives of many people; moeslim people majority will be a big inspiration to birth of varied broadcast content.

Such as television content program which is not always bad. Television also given more contribution on science and public knowledge development. Many communication expert agreed that mass media like television, it's like a double-edged sword. Television with their power can unite world civilization and also be destroyer civilization.

Characteristic which best stand out from mass media existences, such as television are message effect delivered to communicant (mass). Because their characters, television considered big more give influence to audiences if compare with other mass media. Of mass media diverse (news paper, magazine, radio, television), cannot ignored, that television which more stand out in message delivered to audiences. Television in message delivered as audio-visual are seen, heard, and also “directly come” to homes. With all conveniences, people with not leave homes and relax together in their family can enjoy diverse entertainmet, quickly information and satisfying (heard, seen, and red).

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<sup>1</sup> Mahi M. Hikmat. 2018. Pengawasan Siaran Tahun Politik: Antara Idealisme dan Ideologisme. KPID Jawa Barat: Bandung

Television broadcast do not know boundaries of land and sea, mountains, and valleys. Even, country boundaries is not problem for television broadcast entry. Indonesian people in some area, can watching television contents from other country. Moreover if completed by advanced technology, all of television broadcast world can watched in Indonesian people homes.

Because of spread and attractiveness ability, mass (society) more concerned on television, than other mass media. Even from audience ages, television can absorb all market segments attention. Start from children, teenager, adults, and parents. They can watch all television programs with no need has special abilities, such as print media presence that requires reading skills (Hikmat, 2011: 64).

Therefore, between other mass media mainstream today's, television more give a big effect to public. Mass media effect to communicant/audience are cognitive effect, emotional effect, and conative/behavioral effect. These three component later create a system called mass behavior.

Indonesia is country which population muslim majority. For muslim, Ramadhan are month of goodness and blessing, all charities are multiplied. Ramadhan is lord guest, hence, all of preparation doing to celebrate. This is special month which comes only once a year.

Ramadhan blessing perspective positive by broadcasting institutions. More television formatted broadcast program in frame spirit of Ramadhan. All of strengthen fasting be broadcast program stand out and all things which be "teaser" reduced avoidance of fasting value. Therefore, both of Indonesian Broadcasting Commission Center (KPI) or Indonesian Broadcasting Commission region, except make an appeal to protect public from "teaser" broadcast of Fasting, also gave an appreciation on television which provided a friendly program for Ramadhan<sup>2</sup>.

How television broadcast program on Ramadhan Month in Indonesia? These things which be macro questions and focus in this study.

## **STUDY METHOD**

This study used qualitative approach. Lexy J. Moleong (2004:6) define that qualitative research as research mentioned to understanding phenomenon about what experienced by research subject, such behavior, perception, motivation, act, and others, as holistic, and with description ways in kind of words and language, on specific natural content and by utilizing various natural methods.

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<sup>2</sup> Mahi M. Hikmat. *Aturan Siaran Adan Magrib*. 6 Mei 2019. Pikiran Rakyat: Bandung

Methods used are qualitative descriptive method. Descriptive research are research method which an illustration and interpretation object according to what it is. Jalaludin Rakhmat (2002:22) said, descriptive method, are a method which learning problems and procedures applied in society, also certain situation with research purpose are phenomenon illustration in a fact systematic or certain population characteristic or certain filed in factual and carefully.

Data collected from kind of words, picture, and not nominal, thus, research report will citation of data to provide illustrations in these presentation report. These data probably comes from interview, field notes, picture, videotape, private document, notes or memo, written in amss media and other official document such legislation. Based on reality, qualitative method contain subjective perspective that reality (communication) always double, complicated, pseudo, dynamic (will changes), constructed, and holistic; truth of reality is relative (Mulyana, 2001:147).

Some technique of collecting data done in this study, that is documentation study done in documents relate to legislation about Broadcasting which gave duties substance and obligations on existences of KPI/KPID as supervisor independent broadcasting institution; observation done broadcast program presentation by television as long as month of Ramadhan; internet searching done for added references, either documentation study result nor observation result on thing relate to implementation level of Ramadhan broadcast program in television; Focus Group Discussion done between researcher and certain expert in field itself.

Before analyze data, do processing data to be concise and systematic, making it easier in data analysis process. In this research, processing data do with following steps: a. reviewing all data, which starts recording activities, reading, studying, and reviewing from those available from various sources, both from observations, internet searching, FGD, and documentation studies; b. Reducing data, which is done by making abstractions, namely making a summary of core, processes, and statements that need to be maintained, so that they remain in it; c. Categorizing data, which is collecting data in certain units that are done while making coding; d. Conduct examination of data validity, which is checking truth of data obtained through member checking techniques; e. Presenting data, which is describing data obtained verbally through analysis of data specified.

In general, because research method used is a qualitative research method, data analysis used is inductive data analysis. Data analysis process of simplifying data into a form that is easier to read and interpret. Data analysis is process of organizing and sorting data into patterns and categories of basic descriptions, so that themes can be found and work hypotheses can be

formulated as suggested by data. In qualitative research, data analysis do in a process, which means that implementation has begun since data collection was done and done intensively, that is after leaving the field.

## **DISCUSSION**

### **Broadcasting Policy**

Relate to broadcasting world, Indonesian Government has issued various regulatios. Law which still in force and legal for existence of broadcasting world is Law No. 32 of 2002 concerning Broadcasting. Vision of Broadcasting Law provides equal duty and authority to Indonesian Broadcasting Commission. In addition, to having duties and obligations of accommodating, researching, and following up on complaints, objections, and criticisms coupled with authority to supervise and provide sanctions, Broadcasting Commission must also give an appreciation for broadcasting.

Furthermore, paradigm of monitoring broadcast content presented by broadcasting Institution must depart at least from understanding three things<sup>3</sup>. First, Indonesian Broadcasting Commission must protect audiences from negative effects of broadcast content presented by broadcasting institutions. This was guided by parameters of provisions on restrictions and restrictions expressing Broadcasting Law, Broadcasting Behavior Guidelines, and Broadcast Program Standards (P3 SPS). Output of three laws and regulations is first task and obligation of Indonesian Broadcasting Commission, which is to society guarantee to obtain information that is appropriate and correct in accordance with human rights.

The word of human rights birth a second understanding that Broadcasting Commission must be information right held by society not violated. Even, other than as stated in Law No. 39 of 1999 concerning Human Rights, right to information also constitutional right of citizens because it is expressly stated in Article 28 F of 1945 Constitution. It is also emphasized in Broadcasting Law that KPI as a manifestation of community participation functions to accommodate aspirations and represent interests of society on broadcast.

Third, establishment of Regional Indonesian Broadcasting Commission (KPID) also stated a large mandate for protection of local entities. Therefore, in national broadcasting system there are broadcasting institutions and network patterns developed by forming network stations and local stations. Furthermore, P3 SPS also mandated that broadcasting institutions in network broadcasting system (SSJ) must broadcast a local

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<sup>3</sup> Mahi M. Hikmat. *Acara TV pada Bulan Suci*. 2 Juli 2015. Pikiran Rakyat: Bandung

program of at least 10%. Local programs are broadcast programs with local content that include journalistic broadcast programs, factual broadcast programs, and nonfactual broadcast programs in order to develop potential of local area and are carried out and produced by local broadcasting institution in these area.

The third understanding of broadcasting policy, implemented in Ramadhan broadcast context program which must also be an understanding for broadcasting institutions in presenting broadcast programs. For Muslims in Indonesia who in fact are majority, Ramadhan is a month of all good and blessing, all acts of worship are multiplied, so that all preparations are made to welcome his arrival. This month is special because it only comes once a year.

Therefore, television must avoid form broadcast program which still showing erotic dance, women body exploitation, man behavior and dresses like women, violence and brutality, gossip, conflict, mystic, horror, supranatural, intimacy of man and woman, also other broadcast program. These broadcast program must replaced with broadcast program which given special spirit of fasting such talk show, feature, religious speech, and other program Islamic. Replaced these program showing respect also for right to information which is a constitutional right for citizens who are Moeslim.

Understanding of various policies and / or rules of broadcast content during Ramadhan is very necessary for television because based on some facts of Ramadhan previously, many televisions violated, so KPI gave sanctions. Based on P3-SPS, there are four forms of violations that are mostly committed by television during Ramadhan Month. First, violation of protection of certain people and / or groups (harassing people with certain physical conditions or people with sexual orientation and certain gender identities or certain occupations or who have physical and / or mental disabilities). Second, violations of child protection. Third, violations of decency and decency norms. Fourth, violation of calssification of broadcast program.

Entering a Holy Month of Ramadhan 2019<sup>4</sup>, Central KPI monitors of Ramadhan broadcast. This is done by KPI, to ensure that all broadcast programs that are present throughout month of Ramadhan are in accordance with guidelines of broadcasting regulations, thus, they can support presence of devotional worship for society.

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<sup>4</sup> <http://www.kpi.go.id/index.php/id/umum/38-dalam-negeri/35192-anugerah-syiar-ramadhan-tetapkan-net-tv-sebagai-tv-terbaik-ramadhan-2019>

KPI has a specific notes for broadcast as long as Ramadhan Month which summarized for several years of monitoring Ramadhan implementation. In Ramadhan Month, there are a change in society consumption level which impact to advertising spending increase on television. Then, there was a change in choice of spectacle preferences and changes hours of society watching, which were adjusted to demands of improving quality of worship, both personally and socially.

About spectale patterns changing, there are increase in number of viewers at Sahur time and increase in number of children. From KPI data held, it also known that broadcast programs with types of entertainment are most consumed by viewers, compared to other broadcast programs such as religion, news or children's programs.

Based on data above, KPI asked for television and radio manager attention to following matters: 1. Prioritizing principle of protecting children and teenager in every broadcast program, especially those present at Sahur time, remembering that at that time they were still in D (adult) hours. 2. Entering religion values on broadcast program and series which thi Ramadhan Month there are consumption increase from society, for remains with spirit of holy month of Ramadhan. 3. Internal sensors improvment in entertainment programs for there is no violation of broadcasting regulations that can also tarnish purity of Ramadhan Month. 4. Add duration of the religious program from what has been there all this time. 5. For religious programs in form of Islamic lecture material, it is expected not to discuss khilafiyah and khilafah material which potential to cause public noise.

Some of KPID in Indonesian, including KPID in West Java do same things. In a circular concerning Appraisal of Ramadhan Broadcasting, explained in accordance with authority of Indonesian / Regional Broadcasting Commission (KPI / KPID) <sup>5</sup> to oversee content of broadcast programs that are in line with national broadcasting objectives, that are strengthening national integration, building the character and identity of a faithful and devoted nation, educating nation's life, advancing public welfare, in order to build an independent, democratic, just and prosperous society, and to grow Indonesian broadcasting industry, so in month of Ramadhan 2019, West Java Indonesian Broadcasting Commission appealed to all broadcasting institution in charge for more safeguarding broadcast content includes:

First, broadcast program must relate to Broadcasting Law No. 32 of 2002 and P3 SPS of 2012 especially: a. adult broadcast material (film, song,

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<sup>5</sup> Surat Edaran KPI Jawa Barat Nomor : 480/640/IS/KPID-Jabar/IV/2019. *Perihal Imbauan Tayangan Ramadhan*. 30 April 2019

talkshow, ad, cigarette ad, and others) not broadcast past o'clock 03.00 p.m; b. Adzan/time sign of Sholat not inserted and/or plastered (bult in) commercial ad and shows timeliness in accordance with circulation of competent authority; c. Important times during month of Ramadan, such as during Maghreb Adhan, Eating Shaur, and Eid al-Fitr, do not show congratulatory greetings and like that invite political elements.

Second, it does not broadcast programs and advertisements that will disrupt life of people who fast during month of Ramadan. Third, broadcasters (especially hosts, presenters, artists and performers) of Sahur program and before breaking fasting are expected to behave accordingly in spirit of maintaining sanctity and blessing of fasting, for example by maintaining dress ethics, speech, body language and behavior that can reduce value of fasting.

Fourth, broadcasting institutions are expected be able to present quality shows and maintain healthy information, education and entertainment functions, so that national broadcasting goals can be achieved as expected.

### **Ramadhan Broadcast Television 2019**

On television, Ramadhan Month also competitive month, there are competition between Ramadhan program presenting. Television program competition on Ramadhan Month in Indonesian are strict. Some programs that were previously ranked top or included in group top 30 programs with highest rating, in Ramadhan Month dropped dramatically. This proves that Ramadhan is not only a blessing for Muslims, but also for television stations. They are jealous of producing varied Ramadhan programs and are diligent in finding advertisements / sponsors.

Observation result of Permadi (2019) <sup>6</sup>, competition for television share was biggest seen in Nielsen report on Sunday, May 20, 2018. On fourth day of Ramadhan RCTI station up to first place which was previously occupied by ANTV, while SCTV, which was ranked second, dropped to fourth. There are 9 programs owned by RCTI which are listed in top 30 highest ratings during Ramadhan, while 7 are ANTV programs, 6 are SCTV programs, 5 are MNCTV and IVM programs with 3 programs based on rating / share results on first day of fasting.

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<sup>6</sup> Iwan Permadi. Geliat Program TV di Bulan Ramadhan. <https://www.kompasiana.com/ipe/5b0345ec16835f16607c8cc5/geliat-program-tv-di-bulan-ramadan>.



Based on creativity program, content of Khatam Al-Qur'an in RTV which guided by Ali Zaenal and Ustadz Syekh Jaber enough for interest because when sahur, viewers are invited to reading Al-Quran together while looking at appearance verses of Al-Qur'an which are reading one day one juz.

Then, Indonesian Hafidz Content in RCTI station guided by Irfan Hakim also worthy to watch because production valuation is good, especially when presenting contestants named Keyla, who is blind due to fact that when baby still having an error when entering incubator machine due to premature birth. She is very fluent and extraordinary in memorizing Al-Qur'an - quite inspiring.

Another programs such as soap opera, variety show, talkshow, documentary like usually it has often been watching that discusses Muslim places of worship, culinary, characters and themes from Islamic world.

Tausiah program survives are Ustadz Quraish Shihab at Tafsir Al Misbah (MetroTV), Ustadz Widjayanto-Syair Syair Ramadhan (Kompas TV), Arman Maulana, lead vocalist of Gigi, ahead of breaking fast (Net TV), and who is now on Ustad Abdul Somad on TV One both when breaking fast and sahur. Another surprise was Rhoma Irama playing Love and Prayer (IVM) soap opera and giving tausiah in Mama Dedeh & Bang Rhoma (IVM) Advice before breaking fast.

Years of 2019<sup>7</sup>, there are 15 program stand out on television in Ramadhan Month. Special program itself shows in unique time accordance with Sahur dan Fast schedules. Every television station as if competition for best production program to entertain audiences when Sahur and Fast.

1. Sahur with Wendy Cagur, Ivan Gunawan, Jessica Iskandar and more in Gado-Gado Sahur Trans TV which aired every day at 02.00 a.m; 2. Trans 7 has Sahur Segerr which are enlivened by Parto Patrio, Denny Cagur, and friends. Aired every day at 02.00 a.m; 3. Sahurnya Pesbukers in ANTV enlivened by Raffi Ahmad, Ruben Onsu, Ayu Ting-ting, and all. This event aired every day at 02.00 a.m; 4. When "ngabuburit", are they Pesbuker Ramadhan which also enlivened famous stars; 5. Para Pencari Tuhan Jilid 12: Ganti Nasib in SCTV aired every day at 03.00 a.m; 6. Istri-istri Akhir Zaman expelled actors who had hijrah. This event aired every day in SCTV at 04.30 a.m; 7. Religion Soap Opera "Merindu Baginda Nabi" which also more actors competent aired every day at 15.00 p.m; 8. RCTI station has religious soap opera "Amanah Wali 3" played by Wali

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7 <https://www.idntimes.com/hype/entertainment/danti/program-tv-spesial-ramadan-yang-siap-temani-puasamu-di/full>.

band and aired every day at 02.45 a.m; Michelle Ziudith and Cemal Faruk enlivened religious soap opera “Aku Bukan Ustadz: Mendadak Sholeh” aired every day at 04.45 a.m in RCTI; 10. Every Monday to Tuesday, listen to Sabyan Gambus in Voice of Ramadhan in GTV at 14.30 p.m; 11. Vincent, Desta, Sule et all enlivened in “Ini Sahur” NET TV aired every day at 02.00 a.m; MNC TV has religious soap opera “Kun Anta 3” aired every day at 19.30 p.m; 13. Nisa Sabyan et all also exist in Salam Kilau Ramadhan program first time aired start from Sunday (5/5) at 15.00 p.m in MNC TV; 14. Indosiar has Ramadhan Festival program 2019 first time aired on Sunday (5/5) at 18.00 p.m; 15. Start from Monday (6/5), can watched Dakwah Aksi Indonesia Competition 2019 at 02.00 a.m in Indosiar.

### **Ramadhan Broadcast Influences**

Roles of mass media important in information delivery, because mass media has some excellence, are mass media has length of time in message delivery to communicant (public) and direct influences and soon to message receive. Furthermore, mass media public influencing about what are said important. Mass media they cannot determine what to think, but influences what to think about. By choose certain news and ignored other, mass media shape imge of our world like presenting in mass media (Rakhmat, 1994:228).

Mass media functions as gatekeeping that filters, highlights, discourages certain issues or objects. Generally messages that are presented continuously in a large column will confirm a value that is considered true / important by society. Regardless position of mass media, in this era globalization of information, it can penetrate barriers of languages and regions. In era globalization of information, news, images or music can cross border very quickly. That information can be written for public or a limited audience, but globalization of information allows context to escape, both context of readers, listeners and viewers. Nina Winangsih Syam (2002: 45) also confirmed that information globalization has reduced world from large (L) to moderate (M) and from being small (S). This happens because combination of computer technology and communication that encourages excellence in information dissemination.

Characteristic which best stand out from mass media existences, such as television are message effect delivered to communicant (mass). Because their characters, television considered big more give influence to audiences if compare with other mass media. Of mass media diverse (news paper, magazine, radio, television), cannot ignored, that television which more stand out in message delivered to audiences. Television in message

delivered as audio-visual are seen, heard, and also “directly come” to homes. With all conveniences, people with not leave homes and relax together in their family can enjoy diverse entertainmet, quickly information and satisfying (heard, seen, and red).

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Because of spread and attractiveness ability, mass (society) more concerned on television, than other mass media. Even from audience ages, television can absorb all market segments attention. Start from children, teenager, adults, and parents. They can watch all television programs with no need has special abilities, such as print media presence that requires reading skills.

Mass media effect, such as television to communicant/audience there are cognitive effect, emotional effect, and conative/behavioral effect. These three component who built a system called mass behavior. Steven M Chaffee in Rakhmat (1999:218) said that kind of changes who happen on mass society communication itself are feel changes or behavior changes, or in another term, cognitive changes, affective, and behavioral.

Thus, message effect of mass media include are cognitive, affective, and behavioral effect. Cognitive effect happened if there are known changes, understood, or public perceived. This effect relate to knowledge transmission, creation, believe, or information. Affective effect arises when changes on what felt, liked, and public hated. This effect are correlation with emotional, behavior, or value. Behavioral effect refers to real act which can be observed; which includes patterns of action, activity, or behavioral habits.

One of Ramadhan broadcast content in television which direct effect, especially on public behavioral effect is Adzan Magrib broadcast<sup>8</sup>. Broadcasting Behavior Guidelines and Broadcast Standard Program (P3-SPS) prohibit Adzhan broadcast insertly and/or pasterly (built in) advertisement. That prohibit based on past phenomena that some of television and radio always insertly advertisement on Adzan broadcast. These phenomena appeared during Adzan, especially Adzan Magrib be broadcast missed by million moeslim people in the world or hundreds of

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<sup>8</sup> Mahi M. Hikmat. *Aturan Siaran Adan Magrib*. 6 Mei 2019. Pikiran Rakyat: Bandung

millions of Indonesian when fasting. On Month of Ramadhan, Adzan Magrib be idol and averages high rating, so, people compete to insert information and promotions among Maghrib Adhan broadcasts.

A built-in advertisement for Adzan Maghrib became increasingly trendy, when Ramadhan coincided with political events, such as Regional Head Election, Presidential Election, and Election of Legislative Members. Candidates and politicians scramble to insert their political campaigns among Adzan Maghrib broadcasts. It also departed from their understanding that broadcast time of Adzan Maghrib in Ramadhan month drew attention of many people.

Adzan Maghrib during Ramadhan experiences added meaning than other Adzan times. In understanding of Indonesian moeslim, Adzan has a lot of symbolic meaning and has ideological value for monotheism. Adzan as an important and strategic time marker. Adzan also shows a value that moeslim people always appreciate of time.

On Ramadhan Month, Adzan experiences additional meaning, except to showing time limit for sholat as well as fasting time. Fasting is a time-limited service, so that beginning and end are maintained with clear boundaries. The beginning of fasting is marked by shubuh and ends with magrib. Within deadline for this fasting, Adzan Maghrib became an idol. When people are hungry and thirsty all day long, they end it with arrival of the Adzan Maghrib. Sound of Adzan Maghrib in Ramadhan Month has a tremendous value of happiness.

Therefore, important appeal also strengthened, both on television, radio and other public media, time accuracy of Adzan Maghrib marker was equally important. People are often faced with problem of uncertainty, when Adzan Maghrib broadcasts on television, radio, mosques and other media, are different times. Maghrib Adhan from which media should be referenced?

Privileges of Maghrib time in Ramadhan month for Indonesian moeslim society uniqueness has proven symbolic theory of Bertens (2001). Maghrib time markers have influenced mental picture, thoughts or concepts of Indonesian society as part of human characteristics as symbolic beings. A number of creativity from Indonesian society has been born to strengthen the markers of Maghrib's time with new markers to meet time of sunset. Indonesian Moeslim society during Ramadhan month has an habit of "ngabuburit" to symbolize activities ahead of sunset or when breaking fast. Some other Indonesian moeslim society called "takjilan" to symbolize same activities.

Therefore, in another point, P3 SPS also outlined television for in broadcasting program "ngabuburit" or "takjilan" or other terms, it is not

free, especially contrary to spirit of Fasting, as in dress so naturally a number of artists appear on television suddenly wearing hijab or other behaviors in both verbal and non-verbal forms. A number of broadcasts, both in form of advertisements and other programs, which are limited to same are only allowed to be broadcast at adult hours, such as from 22:00 - 3:00 for adult classification broadcast program; 9:30 a.m. to 4:30 p.m. for cigarette advertisements and like, to maintain spirit of Fasting Service at dawn time to be replaced with an event program that gives spirit to cultivate value of Fasting Worship. It is very important to do for all symbols to appreciate a "festivity" of Ramadhan in Indonesia, do not exclude, even must strengthen speciality in running fasting.

Center of KPI<sup>9</sup> given high appreciation for Ramadhan Broadcast programs on television which are educative, healthy, quality also harmony with Broadcast regulation. Rutinity of this awards given in Anugerah Syiar Ramadhan 2019 held by KPI with MUI collaboration and ministry of youth and sports (Kemenpora).

Head Center of KPI, Yuliandre Darwis (2019) said that given awards for program theme of best Ramadhan aim to encourage broadcasting industry in this land for create innovation broadcast programs which quality for society. Momentum of Ramadhan Month as philosophy is a tool increase devotion through special worship. Cause of it, broadcasting institutions especially television, It is expected to increase awareness to present broadcast programs that are quality and contain spirit of self-improvement.

Anugerah Syiar Ramadhan Coordinator 2019 as well as Central Commisioner of KPI, Rodiyah (2019) explain that ramadhan broadcast program nominees and winners have gone through a series of rigorous selection processes and judging by competent judges. Night moment of Anugerah Syiar Ramadhan 1440 H/2019 doing on 15 July 2019 in Menara Bank Syariah Mandiri start from 19.00 p.m – end. There are 8 categories basic broadcast program which value by KPI, MUI, and Kemenpora for then set of best broadcast program. These 8 categories itself are Reality Show, Soap Opera, Ceramah (Speech), Talent, cultural tour, Talkshow, Kultum (Prayer), and Documentary. Furthermore, KPI also given awards as specific for best television in presenting Ramadhan Broadcast program.

Still in framework of award of syiar ramadhan, these award was also given to 6 categories of television show fillers. This award was specifically given in collaboration with Ministry of Youth and Sports,

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<sup>9</sup> <http://www.kpi.go.id/index.php/id/umum/38-dalam-negeri/35192-anugerah-syiar-ramadhan-tetapkan-net-tv-sebagai-tv-terbaik-ramadhan-2019>

following categories: Inspiring young hosts, Inspiring young Dai, incentive young singers, inspiring young actors, television programs inspiring Indonesian youth, and Indonesian youth inspiring production houses.

Besides that, this award also gave awards to special sharia category broadcasts. This award was given by KPI in collaboration with Bank Syariah Mandiri. There are three categories, namely: Sharia Financial Literacy, Hijrah: Towards Sharia Compensation, and Halal: Lifestyle in accordance with Sharia.

Syiar ramadhan award 1440 H / 2019 sets NET TV as best television in Ramadhan 2019. TV Net is considered to fulfill all criteria desired by judges as best Ramadhan television 2019. Net TV determination as best television ramadhan is delivered on special night of 2019 syiar ramadhan award at Menara Bank Syariah Mandiri, Monday, July 15, 2019.

Following winners: main category ASR 2019: best television ramadhan 2019: Net Tv, soap opera program category: Para Pencari Tuhan volumes 12 “ganti nasib”/Eps. 9 (SCTV), Kultum program category: Mutiara Hati Quraish Shihab (SCTV), Ceramah (Speech) program category: Indahnya Ramadhan/Eps. 13 May 2019 (TV One), Reality Show program category: Kupenuhi Panggilan-Mu/Eps. Budi – diffable fake leg maker (NET TV), Ramadhan tour culture program category: Muslim Travellers/Eps. Jeju-South Korea (NET TV), talent program category: Akademi Sahur Indonesia (AKSI)/Eps. 14-05-2019 (indosiar), Talksho program: Halo Ustadz/17 May 2019 (Inews TV), Documentary program: menjemput Berkah (Trans 7).

Youth Category ASR 2019: Young DAI inspirative: Suwandi (AKSI Indosiar), Music Group Young Inspirative: Aleehya, Young Host Inspirative: Muthia Amalia (Muslim travelers-NET TV), young actor inspirative: Silvia Anggraini (PPT-SCTV), Indonesian youth inspiring production houses: The Little Giantz (NUSSA-NET TV), television programs inspiring Indonesian youth: Titik Balik (Inews).

Sharia special category ASR 2019: Sharia Financial Literacy: Metro TV “Economics Challenges Special Ramadhan”, Halal Lifestyle Category: Net Tv “Muslim Travelers”, Hijrah Lifestyle Category: Metro TV “Dakwah On The Spot”.

## CONCLUSION

### Result

Based on explanation above, they are summarized as follows:

1. Indonesian Broadcasting Commission (KPI) and Region Indonesian Broadcasting Commission (KPID) set additional regulations relate to

- presenting of Ramadhan Broadcast program in television refers to Broadcasting Laws, Broadcasting Behavior Guideliness, and Broadcast Standard Program (P3 SPS).
2. For Indonesian television, Ramadhan Broadcast program be sepcial broadcast program, so entire in stand out program aired on unique time relate to Sahur and Fast schedule, even every television station competing to best production program for audiences happiness when Sahur and Fast.
  3. Refers to Ramadhan Broadcast program, KPI is not given sanctions, but also giben high apresiasi to Ramadhan broadcast programs on television are educative, healthy, quality also in harmony with Broadcast Regulations.

### Advices

This study provide advice as follows:

1. Determination of Ramadhan Broadcast Program must doing together between KPI and KPID, until roles who became references for KPI and KPID in same supervise of Ramadhan Broadcast Content;
2. Television Broadcasting Institutions in aired of Ramadhan Broadcast Program must be consistence on balances between broadcast program quality with business aspect program such as advertisement and kind of.
3. Apresiasi for television which present Ramadhan Broadcast content are aducative, healthy, quality also harmony with Broadcast Regulations not also given by KPI, but also KPID in every province.

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