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### RESEARCH ARTICLE

#### SHOPEE-BLACKPINK AD ON TELEVISION: VIOLATION OF INDONESIAN BROADCAST ETHICS

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#### Abstract

The purpose of this study was to determine the form of broadcasting ethics violations by Shopee Blackpink adverts based on the Broadcast Ethics (P3SPS) of the Indonesian Broadcasting Commission (KPI) in 2012. The results of this study indicate that violations in Shopee Blackpink advertisements include violations of P3SPS against politeness and decency norms (KPI) in 2012. Article 9), violations of the protection of children and the classification of broadcast programs (Articles 15 and 33), and violations of broadcast programs (Article 18) concerning Prohibition and Restrictions on Sexuality. In the matter of politeness which is controversial, it is stated that this ad does not follow the culture and norms prevailing in Indonesia. P3SPS is a guideline for/in making television program production so that it produces good, healthy, and useful shows.

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#### Introduction:-

The era of globalization has resulted in the flow of information that is so free, resulting in the entry of foreign values that are not following the identity of the Indonesian people (Unde, 2015: 33). According to Trisnadewi & Kotaniartha (2015: 29), generally a global lifestyle with a hedonist spirit is more attractive to be presented by the media including television, even though it does not fit into the personality of the local community.

Television in each country is expected to meet the needs of entertainment and information for the audience to support development, but sometimes tends to produce shows that contain crude humor, verbal violence, and content that contains pornography. In the context of the Indonesian state, this is contrary to the Indonesian broadcasting law (Broadcasting Law 32/2002), in article 4 paragraph 1 it states "broadcasting as a mass communication activity has a function as a medium of information, education, healthy entertainment, social control, and social glue".

The number of shows that are not following national identity has caused a lot of criticism from the public. Many people complained both through the complaint box on the website of the Indonesian Broadcasting Commission (KPI) agency and through other types of media. The contents of violence, pornography, and violations of the value of courtesy are often complaints by the public. Content that is judged as having a negative influence, especially for children and adolescents. This is done by the community, because they are frequency owners who are entitled to get positive information through television. During 2018, KPI's supervision found 33802 potential violations and 5130 complaints from the public regarding content that should not be broadcast by television. Including most that is obtained in broadcast advertising ([kpi.go.id](http://kpi.go.id)).

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The definition of advertising broadcasts according to P3SPS in article 1 paragraph 18 is commercial broadcast information and community service about the availability of services, goods, and ideas that can be utilized by the public with or without compensation to the relevant broadcasting institution. So the people who advertise on television must pack so that the public wants to watch it so that broadcast advertisements often intersect with the prevailing community norms.

On December 11, 2018, KPI gave a stern warning by warning letters to 11 television stations that displayed Shopee Blackpink advertisements. KPI asked the television station to stop the advertisement on the program "Shopee Road to 12.12 Birthday Sale" which aired on children's watch. The 11 television stations that received the warning letter were Trans TV, RCTI, RTV, MNC TV, Indosiar, TV One, ANTV, Trans7, GTV, Net TV, and SCTV. In the letter, it was explained that the advertisements referred to included women who sing and dance in sexy clothes (kpi.go.id).

According to KPI, the content of the advertisements displayed is in violation of article 9 (P3SPS) related to the obligation of broadcast programs in observing the norms of decency and morality which are upheld by the diversity of audiences related to culture. KPI Commissioner in Broadcast Content, Hardly Stefano, stated that Shopee's advertisement was contrary to the norms of modesty adopted by the Indonesian people in general (Kompasiana, 11 December 2018). In addition to KPI, there is the Indonesian Child Protection Commission (KPAI) which is also concerned about the content of the ad broadcast. Ask Shopee management to adjust the advertisement with the norms in force in Indonesia. This reprimand departs from an online petition on Change.org entitled "Stop the Blackpink-Shopee Advertisements" made by Maimon Herawati. The petition demands KPI to ban the display of Shopee advertisements on Indonesian television. This online petition has the support of 128,257 who do not like the Shopee ad (Wartakota.tribunnews.com, 11 December 2018).

The contents of the demands in the petition took the form of "criticism of Blackpink personnel". A group of women in sexy clothes, not covering their thighs and expression movements tend to arouse the audience, especially children because such an appearance is really far from a reflection of the norms of Indonesian society. In addition, Shopee's advertisements are often played on children's programs. On screenings of children's films such as Tayo and Upin Ipin load this ad every few minutes (Wartakotalive.tribunnews.com, 11 December 2018).

According to the head of the KPI, Yuliandre Darwis said that the stern warning issued was not only based on the petition that was circulating, but also because of the many public complaints that came in regarding the advertisement. KPI considers the advertisement to be too vulgar, especially if it is aired during children's airtime (Tirto.id, 11 December 2018). Therefore, this research is conducted to find out why Shopee Blackpink Ads are considered to violate the ethics of Indonesian broadcasting (P3SPS) on television broadcasts in Indonesia.

## **Literature Review:-**

### **Media Development Theory:**

In the theory of development media, it is stated that the regulation of mass media including broadcast media is solely to support the development of a country as expected. Therefore, the principles of this theory according to McQuail (1987: 120), can be expressed as follows:

1. The media should accept and carry out positive tasks in line with policies set by the government.
2. Freedom of the media should be limited according to (1) economic priorities and (2) community development needs.
3. The media needs to prioritize its contents on the culture and values prevailing in the society.
4. Journalists and other media employees have the responsibility and freedom in the task of gathering information and disseminating it in accordance with specified development goals.
5. For the purpose of development goals, the state has the right to intervene in, or limit, the operation of the media and means of censorship, subsidies and direct control can be justified.

### **Indonesian Broadcasting Ethics:**

The Indonesian Broadcasting Commission (KPI) has regulated the ethics of broadcasting of Indonesian broadcasting institutions through P3SPS. The main principle in this P3SPS is that every broadcasting institution both television and radio in making broadcast programs and broadcasting these broadcast programs to the public must pay attention to and respect religious values, tribal values, values of decency and morality of the community, and other applicable norms as well as accepted by the public. Broadcasters who violate the ethics of broadcasting will receive sanctions from KPI from written warnings to revoke or not renew broadcasting institutions' licenses.

### **Research Methods:-**

The research approach used in this study is a qualitative descriptive approach. According to Creswell (1998: 15), a qualitative approach is a process of research and understanding based on a social phenomenon, with data collection techniques through observation, interviews, and document analysis. According to Berger (2000); Lindlof & Taylor (2002), research through a qualitative approach is a reality that is thoroughly understood and conclusions are not made based on calculations or numbers but based on the description of researchers according to the reality obtained.

This study has selected 4 expert informants to be interviewed in order to gain perspective on violations of the Broadcast Ethics (P3SPS) by Shopee-Blackpink advertisements on Television. The informant selection technique uses a purposive sampling technique that is the informant is chosen according to certain criteria determined based on the research objectives.

### **Results And Discussion:-**

#### **Violation of Broadcast Ethics (P3SPS) on Shopee Blackpink Ads:**

In broadcast ethics (P3SPS), it means that a violation is a broadcast or program broadcast or aired not following the rules set by KPI. Therefore KPI assesses the content of Shopee Blackpink adverts in violation of Article 9 paragraph 1 of P3SPS 2012 regarding the obligation of broadcast programs to pay attention to the norms of decency and morality that are upheld by the diversity of audiences related to culture. This as explained in P3SPS article 9 paragraph 1 states that the broadcast must maintain the cultural customs that are upheld by the diversity of audiences both religion, ethnicity, culture, age, and others.

#### **Violation of Broadcast Ethics (P3SPS) concerning Respect of Norms of Decency and Morality:**

Based on the results of the interview, it can be explained that Shopee Blackpink Ads are considered to have violated Article 9 regarding respect for norms of decency and decency. The informant said, Blackpink Girlband who was dancing using clothes that did not match national clothes in Indonesia. The national attire covers the top to the bottom to the limit of one's knees. Society interprets politeness based on traditions adopted by the Indonesian people. Because the background of Indonesian society is that many are Muslim and adhere to the Malay tradition, many people interpret that politeness is based on traditions held by Indonesians.

#### **Violation of Broadcast Ethics (P3SPS) concerning Sexually Charged Broadcasting Programs:**

Based on research findings from interviews, it was found that Shopee Blackpink Ads also violated article 18 regarding the prohibition of sexuality restrictions. It is stated that every television broadcast is prohibiting the exploitation or display of certain body parts, such as the thighs, breasts, close up or medium shot, and displays erotic body movements or dances.

#### **Violation of Broadcast Ethics (P3SPS) concerning the Protection of Children:**

Protection of children in broadcast ethics is in article 14 paragraph 1 it is stated that broadcasters are obliged to provide protection and empowerment to children by broadcasting broadcast programs in a timely manner in accordance with the classification of broadcast programs. Article 15 states that broadcast programs must pay attention to and protect the interests of children or adolescents. But in reality, Shopee Blackpink ads aired on children's broadcast programs, such as showing on the sidelines of Tayo cartoon programs on RTV stations. This means that Shopee Blackpink advertisements are broadcast at inappropriate times and are not in accordance with the program classification of broadcast time.

### **Conclusion:-**

Based on the results of the research and discussion above, it can be concluded as follows:

1. Broadcast Ethics (P3SPS) is a unit that discusses the provisions and standards of broadcast content which contain limits, restrictions, obligations, and broadcasting arrangements, as well as sanctions for broadcasting institutions that cannot be separated and become a reference for each institution broadcasting.
2. The types of violations committed by Shopee Blackpink Ads can be categorized as violations of article 9 (P3SPS) concerning respect for the norms of decency and decency. Violation of article 18 concerning the prohibition and limitation of sexuality scenes and article 15 concerning child protection. In the Shopee Blackpink advertisement shows women who wear clothes that are not in accordance with the norms prevailing in Indonesia, namely displaying certain body parts, such as thighs, buttocks, breasts in a close-up or medium

shot, displaying body movements or erotic dances and also committed violations because the media aired the advertisement on children's watch hours, namely between the Tayoo and Upin-Ipin cartoon programs.

3. In accordance with the theory of development media, it can be said that the Indonesian Broadcasting Commission (KPI) exists as a broadcasting watchdog for development purposes. KPI as an independent institution has the right to intervene in the limitation, operation of the media, censorship, and direct control of broadcast programs. KPI has done by giving a reprimand to 11 Indonesian television stations that have aired the advertising program.
4. KPI becomes the watchdog of broadcast media so that they can participate in carrying out development tasks and prioritize their contents on culture, the national language, and values that are shared by the majority of Indonesian people.

Therefore, every broadcasting institution should follow, apply and make broadcasting ethics (P3SPS) as a reference, aim, and direction in conducting broadcasting activities to avoid various violations and be able to create programs that are creative, innovative, educate and entertain the community in accordance with the ideals of the development of the Indonesian state. Television actors are expected to continue to carry out social responsibility to the community by presenting creative advertising content that is more educational, and entertaining for the audience, especially for children, not just for profit or rating. The media must be selective again in showing advertisements and adjusted back to the applicable broadcast program. For the Indonesian Broadcasting Commission (KPI) to participate in carrying out strong supervision so that the ongoing development is as expected. Then KPI must tighten and broaden supervision by making awareness to the audience and reinforce the penalties given to broadcasters such as revocation or not extending broadcasting institutions' broadcasting licenses.

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