

THE ROLE OF LSF INTERNAL MEDIA IN DISTRIBUTING INFORMATION ON THE GNBSM PROGRAM TO STAKEHOLDERS

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Abstract

Film Censorship Institute is an institution that carries out the task of determining the appropriate position for cinema films, television, soap operas and advertisements in Indonesia. Film or television show can only be screened if it is declared censored by the LSF. As a communication medium, film is a form foundation for educating the nation's, developing self-potential, fostering noble character, promoting public welfare, promotional platform to be protected from negative content that is inconsistent with Pancasila ideology. Therefore LSF emphasizes media literacy. Since September 2021, LSF has published GNBSM, which is a movement that has been developed by LSF so that people are proficient in choosing and sorting shows according to age classification. LSF expected to be able to synergize with stakeholders. Analytical method is a qualitative method, study uses observation and interview methods conducted by interviewing respondents from the LSF, Chair of the Appreciation and Promotion Sub-Commission, Chair of the Legal and Advocacy Sub-Commission, Chair of the Commission III, Secretary of Commission III. From the results of this study it was found that the internal media used by LSF in disseminating the GNBSM program to stakeholders were print media as magazines, social media as Instagram, Facebook, TikToK, Twitter, Youtube.

Keywords: Film Censorship Institute, GNBSM, Stakeholder.

INTRODUCTION

Film Censorship Institute (LSF) is an institution that carries out orders determining the appropriate status for cinema films, television, soap operas and advertisements in Indonesia. A series of films or television programs can only be shown if it is marked "passed censorship" by LSF. Article 57 Paragraph 1 of Law Number 33 of 2009 concerning Film states that every film and advertising film to be shown must receive a Censorship Pass Certificate. Since September 2021, LSF has published the Independent Censorship Culture National Movement (GNBSM), which is a moral movement that has been developed by LSF so that people are able to choose and sort shows according to age classification. According to government regulation number 18 of 2014 concerning the Film Censorship Institute, there are four age groups in watching films, namely, all ages (SU), 13+ (over 13 years), 17+ (adults over 17 years), and 21+ (adults over 21 years) (Selkarnaen et al., 2022).

As a collection of mass communication, films are made of course with a specific mission, then the fruits of their production are presented for the public to enjoy. When compared with various other forms of communication, film is considered an increasingly effective type because it has advantages such as, the message is conveyed more clearly both in writing or orally, has a context of sensory power, time and space that can be seen and developed in the reality of human life on earth. (Rindawati et al., 2022). Stories contained in films can grow from real life situations that are common or can be worse than real life situations (Anwar, 2022). Tracing the world of cinema, it is evident that films are currently able to capture the public's attention, especially after the development of mass communication technology that is capable of contributing to the world of cinema. Although there are many other forms of media, film has an exclusive effect on its audiences. Hundreds of studies related to the impact of film mass media on human life, how powerful the media dominates the thoughts, attitudes and actions of its audience (Sandykala, 2019).

After a survey conducted by the Central Bureau of Statistics, it was stated that only 17.66 percent of children in Indonesia who love reading and studying knowledge. The rest of the children like playing gadgets and watching movies, they like things that are entertainment in nature. The use of mobile phones can have negative impacts on young children, including bad content (Nugroho et al., 2022). This can have an effect on physical health (stiffness, bone injury, eyesight), addressing addiction especially hindering children's social development (Miranti & Putri, 2021). Moreover, in their mental growth, children are willing to become more aggressive, the communication that children build towards other people and even their parents gets worse. Currently, children are addicted to playing with devices, as a result, children ignore their environment and many parents complain that their children only play with devices every day (Setiawan & Saidah, 2022).

One thing that people are interested in is movie content. With the germination of technology, films can be watched solely in cinemas, on television, or digital video discs. Currently, everyone can watch easily, only through their devices that are connected to the internet. Through digital podiums that offer pay-per-view movie facilities, one of them is Netflix. Netflix is the video on demand (VoD) podium with the most devotees. The total number of Netflix users as of 2021 is recorded at 209 million people worldwide. However, the films shown by Netflix contain things that violate Indonesian laws and regulations such as atrocities, erotic visuals, rioters, and imprisoning groups, without first examining the scenes that must be censored (Putri & Kleden, 2022). Lots of films that contain pornographic scenes, elements of violence, provocative and controversial in society. The government is worried about its spread, erotic visuals in film form are available on digital podiums without following the censorship process (Putri & Kleden, 2022).

Development of information technology has been so great. Especially with the emergence of various applications and media for showing films and film advertisements. The impact of globalization is so strong, access to media information is so easy to watch everything (Djamzuri, 2022). Therefore, the Film Censorship Institute (LSF) continues to regulate the culture of independent censorship and optimize it institutionally. With all its duties and responsibilities, LSF is now no longer a barrier between the public or the audience, but is with the community in conducting film-related literacy. LSF has launched the Independent Censorship Culture National Movement (GNBSM). The goal is that the public can sort and

choose shows according to their age codification (LSF Magazine, 2022).

Existence of the Film Censorship Institute was responsive to various views by everyone involved in the film dimension. On one hand, there are institutions that are seen as "heroes" of citizens so they don't get lost or mistaken by bad shows, but on the other hand, there are also those who think that these institutions limit the freedom of expression of filmmakers and stifle creativity in creating works of art. LSF is an element that cannot be separated from every film development in Indonesia. Before being absorbed by the audience, both cinema films and television films, a film must first pass the censorship. Censorship agencies have the authority to sort out pieces of similar films that are good for consumption, or which pieces should be censored so they don't have a dangerous influence, especially for the younger generation so they don't damage and corrupt the nation's morals (Saputra, 2021).

The government is open to public criticism and also forms an institution whose job is to censor, showing that films have a great influence on society (Aulia & Pratiwi, 2020). Recognizing the essential positive representation that must be owned by institutions and in order to increase literacy power with a wide public reach. Therefore, in the 2020-2024 leadership period, which is commanded by Mr. Rommy Fibri Hardiyanto, a new media sub-committee is formed which acts to seek to take over all LSF information and publications. Within the New Media Subcommittee there is a publishing team that plays a key role in all matters that are announced to the public. Fully responsible for all published news. The publishing activity must first go through an operational process. LSF wants the content posted to generate a reaction or response from the audience, both positive and negative, so it is important to be specific about what message you want to convey (Adiestiya, 2021).

Literacy about film and digital media is always needed and must be irrational so that people understand and are intelligent in responding to developments in the digital world and film. It should be understood that the LSF stipulates that the classification of films is a guide for parents, guardians, older siblings and members of the community at large, so that they can attract children's attention intelligently and intelligently in watching films. The implementation of GNBSM in the field cannot be forced by law enforcement officials, let alone cinema officers. Because until now, there has been no legal instrument that protects firmly, either in the form of ministerial regulations, government regulations or laws. Therefore, we ourselves must be aware of the Independent Sensor Culture (Triyani, 2018).

IMPLEMENTATION METHOD

The analytical method used by the author is a qualitative method. Based on efforts to build analytical methods, explanations or arguments that link understanding with complexity, detail, and context. This qualitative research aims to gain a complete and contextual understanding based on detailed data. Each process runs on a series of interrelated activities (Arman, 2017). author conducted this research using observation and interview methods which were conducted by interviewing four related respondents, namely JSK as Chair of the Appreciation and Promotion Sub-Commission (Commission I), SNS as Chair of the Legal and Advocacy Sub-Commission (Commission II), N as Chair of Commission III, MAA as Secretary of Commission III. Researchers made observations by attending directly to the Film Censorship Institute and meeting several LSF members to become resource persons on matters

related to the internal media used in disseminating GNBSM to stakeholders.

RESULTS AND DISCUSSION

The results of field observations show that the internal media of the Film Censorship Institute (LSF) in disseminating information on the National Independent Censorship Movement (GNBSM) has the potential to be developed and disseminated with a quite significant reach to stakeholders. Dissemination of information through film guides that are placed according to the target, is one of the opportunities to increase the penetration of good messages to audiences. Accuracy in selecting targets is an important requirement for LSF in marketing ideas. Throughout its journey, LSF continues to expand its literacy reach through collaboration with cinema networks throughout Indonesia. Then the print medium is still a form of writing medium that has its own strengths and characteristics for LSF. Because what is spoken will vanish and what is written will last forever. Collaboration with exhibitors in terms of cinema networks in Indonesia is a form of wider openness and partnership between LSF and stakeholders. LSF extends its hands to citizens so that they can choose and enjoy film performances of a standard and understand the impact of films.

Various LSF activities such as socialization of the Independent Sensor Culture have been carried out through national online seminars, in partnership with universities, also through Public Service Advertisements and so on. In order to weigh and assess how big the socio-cultural impact of self-censorship is, LSF has conducted survey research on audience perceptions regarding self-censorship culture. As a result, it proves that although institutionally, people are still not very familiar with LSF, the culture of self-censorship has been widely understood and implemented by Indonesian society. The passionate enthusiasm has made LSF stronger in building collaboration with all stakeholders, in order to preserve selecting and sorting films according to audience categories. In terms of social media, including Instagram and TikTok, the responses from the two platforms have been able to shape LSF's self-image as an institution that plays an active role in delivering openness to the dissemination of information to the public.

A. The Role of LSF Internal Media in Disseminating GNBSM

As a form of state presence, LSF has a commitment to always literate society. The moral movement proclaimed by LSF so that citizens have the skills to sort and choose shows is called the National Movement for Self-Censoring Culture (GNBSM). The interests of GNBSM are based on the rise of spectacles which are increasingly penetrating digital platforms which are easily accessed by all groups, both teenagers, adults and even children. What's more, the content in the film can also lead to various positive or negative behaviors. Therefore, film is referred to as a cultural work which is part of the rise of media to manifest an intelligent, moral and character Indonesian nation (Aini & Azizah, 2019).

The Film Censorship Institute strengthens the National Movement for Independent Censorship Culture, one of which is through conventional media, magazines. The magazine has its own segment for the campaign field. The LSF magazine is published every three months, in which the magazine not only discusses what LSF is like, but also

contains developments about the latest films, opinion articles about film censorship and not to forget the profiles of LSF members accompanied by literacy about the National Culture Movement. Independent Sensor (GNBSM).

"One of our targets is the development of socialization of an independent censorship culture, every three months our party issues the LSF magazine to educate the public. The magazine contains news about film developments, articles or opinions about censorship."

(M.1)

"Similar to newspapers, in today's digital era, newspapers still have a target market. Therefore LSF maintains a magazine to promote a culture of self-censorship. This magazine will be sent to parties who have collaborated with LSF."

(J. 2)

The LSF magazine is not for sale however, it can be accessed at the lsf.go.id publication. This magazine is only given samples at exhibitions and sent to those who have collaborated with LSF. The existence of a digital platform makes this spectacle wider, while the reach of film censorship institutions is limited. LSF hopes that this GNBSM will become a national movement, in which this movement is carried out by many parties because it is carried out nationally. One of the targets of the campaign for the development of the LSF Independent Sensor Culture National Movement besides print media is social media.

"The existence of new media such as YouTube, Twitter, Facebook, TikTok and Instagram, raises hopes that this program will be more publicized and targeted. We want to maximize the existence of this technological facility to socialize the culture of self-censorship broadly."

(S.4)

"This digital platform can be called OTT (Over The Top) which is an application to watch movies on the internet, such as Netflix, Disney, WeTv and others. Films on this platform do not go through a censorship process. Therefore, LSF needs partners to carry out censorship, because this culture of self-censorship serves to increase Sense Of Crisis regarding our propriety in watching films. We can use this as a self-censor."

(M.1)

B. Impact of LSF Internal Media on Stakeholders

No matter how many commitments and programs are carried out by LSF, the literacy reach of the community will be wider and more equitable if LSF collaborates with many stakeholders. One of the most important keys is literacy. Censorship aims to protect society in a conventional way, which stands between people. LSF is here to educate the public in the midst of rapid technological developments. We must not forget the function of literacy, which plays an important role because it is part of the process of maturing society to understand, digest, appreciate shows. The emergence of a culture of self-censorship is a good first step, this activity triggers discussions about films in circulation

(Selkarnaen et al., 2022).

By disseminating GNBSM, it is a good start for the literacy movement. It is also hoped that there will be two-way communication that can accommodate complaints and suggestions from the public. So, censorship should be able to help people to choose what is appropriate and what is not. More on moral and ethical emphasis. Of course, some of the policies proposed by LSF will not necessarily be approved by all parties. Filmmakers, for example, under the pretext of freedom of expression, certainly don't want to be hindered or hindered in expressing their ideas. The problem is, they have to remember the frame of mind that the shows they make are for broadcast in public spaces to the general public.

Communities that are active in the film sector are expected to be able to capture people's pulse to identify their age classification. LSF as part of the film ecosystem is expected to be able to synergize with stakeholders by giving a positive impact with all programmed socialization efforts.

"After 3 years of socialization for LSF, thank God, the impact is quite significant. First, many digital platforms have started to censor, with the socialization of an independent censorship culture. So gradually, meaning that what we socialize is not only the public but also film makers, film importers, PH, management, directors, film screenwriters, we give socialization to all of the culture of self-censorship. We socialize Law No. 33 of 2009, socialize Government Regulation No. 14 of 2018 as well. We socialize everything, so we socialize not only film connoisseurs, but also filmmakers. Second, people are starting to understand, oh it turns out we have to watch according to age classification. At a minimum, from there it will raise critical awareness for the public to watch films according to their age."

(M.1)

Many stakeholders are involved in this GNBSM, because LSF needs a welcoming umbrella for the success of the Self-Censorship Culture. One of the collaborations that was built was with GPBSI or the Association of Indonesian Cinema Entrepreneurs. Now, public awareness of the culture of self-censorship is also wider, people have started to obey the National Movement for Self-Censoring Culture (GNBSM).

"LSF decided to cooperate with several parties, one of which is GPBSI. So we have a campaign together, they accept and respond to LSF by thinking together, let's see how we can move this self-censorship culture together. Then, we also see the trend now that people who go to the cinema tend to be more obedient. This means that if you bring children, they will watch according to their age classification. I see that people's adherence to watching films has started to grow, then from the cinema side they have also begun to realize, meaning they don't always think about it being up to whoever is watching the important thing is tickets are sold, it's not always like that. Also, there is quite a lot of sympathy from the public for the LSF campaign."

(J. 2)

Internal media for stakeholders is important, this is useful for finding information about films, for sure access to them at LSF. Therefore, LSF created what is called a film guide. The film guide means that before the film is shown in cinemas or television it is loaded first information about its age classification.

"What we hope is that this will have an impact on increasing public film literacy. This means that before they watch a movie, there is a certain movie title that will be showing next week. Before going to the cinema or television, stakeholders get information first, this is the classification for this. If it turns out that he is still 13 years old, the film is 17 years old, it means that this is inappropriate. So what we build is film literacy, literacy to build awareness of watching according to its classification, that's the point."

(N.3)

Until now, LSF has collaborated with the House of Representatives (DPR), ministries, community organizations, youth organizations, universities as well as the film community and non-structural state institutions. This is a form of LSF literacy to stakeholders.

"Everyone has their own character, LSF approaches exhibitors, film producers, mass organizations, youth organizations, and others. The aim is to provide understanding and invite, with this technological advancement we don't want the nation's children, especially the younger generation, to be damaged by the negative things from the spectacle they see. We try to embrace them by carrying out the National Movement for Independent Censorship Culture. And they also have their own different platforms, therefore we invite, come on together to protect and educate this nation."

(S.4)

After the GNBSM program was socialized, LSF conducted research and studies. This means measuring how many percent of the public are aware of the independent censorship culture by watching films according to the age classification that has been classified.

"Last year 2021, we conducted a national survey, regarding the public's perception of what percentage access to watching awareness is. Then in 2022, we will also conduct a survey but for the sake of the topic of censorship criteria used in the perspective of child development psychology. So the hope is that from this research the basis for the socialization policy is right on target, right for benefits, right for use. Because areas with a low level of literacy awareness will be our priority."

(N.3)

CONCLUSION

The impact of globalization has been so strong, access to information media has become so easy to see everything. Therefore, LSF disciplines and optimizes institutionally. With all of its duties and responsibilities, LSF is now no longer a barrier between the public or the audience, but is with the community in conducting film-related literacy. LSF has launched the GNBSM. The goal is that citizens can sort and choose shows according to their age codification, namely SU, 13+, 17+, and 21+. In the Decree of the Government of the Republic of Indonesia Number 18 of 2014 concerning Film Censorship Institutions. LSF has the task of censoring films and film advertisements before they are distributed to the general public. Carry out research and assessment of themes, titles, visuals, audio, and subtitles of a film and a film advertisement that will be shown. In carrying out this task, LSF has the function of protecting citizens from negative impacts arising from the distribution of films, compiling guidelines for the issuance and cancellation of censorship certificates, outreach to film owners so that they are proficient in making quality films, and facilitating citizens in making decisions. and enjoy movies, assist film owners in providing correct and complete information to the public

LSF always uploads film guides, containing synopsis and age classification of all films as a form of literacy. This guide is part of LSF's internal media services to stakeholders, in order to obtain information effectively and efficiently. The role of LSF's internal media in disseminating GNBSM is also very optimal. LSF socializes through the use of social media such as Youtube, Instagram, Facebook, Twitter and TikTok. As information development, LSF also has print media such as magazines. Until now, LSF has collaborated with the House of Representatives, ministries, non-structural state institutions, youth organizations, universities, film communities, film organizations, and several universities have signed a memorandum of understanding with LSF. In addition, LSF also gives appreciation to stakeholders through appreciation activities for soap opera films, advertisements and exhibitors (cinemas) that cover independent sensor parameters. LSF has conducted research on audience perception surveys regarding self-censorship culture. As a result, it proves that although institutionally, people are still not very familiar with LSF, the culture of self-censorship has been widely understood and implemented by Indonesian society.

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