

TVRI Sulbar Program In Preserving Mandar Culture In West Sulawesi

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Abstract

This research uses agenda setting theory as a way to look at the production process of local TVRI West Sulawesi broadcasts, starting from the design process to the broadcast stage and then looking at the public response to cultural broadcasts broadcast by TVRI West Sulawesi, as well as using hypodermic (syringe) theory to look at the factors. supporters and obstacles to TVRI West Sulawesi in broadcasting Mandar cultural content in West Sulawesi. The data sources for this research are employees of TVRI West Sulawesi, KPID West Sulawesi, humanists and broadcasting academics. Data collection methods used in research are observation, interviews and documentation. The data collection technique used is the inductive method. The results of this research show. TVRI West Sulawesi does not yet have a special cultural program, TVRI. The TVRI West Sulawesi program with a cultural theme comes from the national program, namely Indonesian Charm, the theme is dominated by cultural themes, the Indonesian Charm program is broadcast once a month and the program model is a documentary. The supporting factors for TVRI West Sulawesi in its cultural content are program support from TVRI Nasional and the inhibiting factors are human resources, budget and competition.

Keywords: Program, Culture, TVRI Sulbar.

Introduction

Indonesia is a country with diverse cultures, many different religions and cultures from various provinces can now be seen living side by side in many places (Nahak, 2019). Thus, Indonesia is a country that is very rich in its cultural products and original culture within it. Indonesia is known as a cultural paradise, with many cultures created from local wisdom, which emphasizes the diverse thinking and creative power of Indonesian society. (Surahman, 2013). Indonesia's cultural heritage, especially intangible cultural heritage, is threatened with extinction because it is not properly protected. Indonesia is experiencing a decline in culture due to the development of globalization (Surahman, 2016).

Initially marked by advances in information technology, this field was a driver of globalization. Progress in this field then influences other sectors in life, such as politics, economics, social, culture and others (Rohmiyati, 2018). In Indonesia, initially the media was a source of local information related to the situation in Indonesia and previously this information could not be consumed by the general public. One of the influential media, namely mass media, is communication and information media which disseminates information en masse and can be accessed by the public en masse (Novianti et al., 2020).

Television has now become an inseparable part of human life because television is a high-tech product that conveys messages in audio-visual form. The content of audio-visual movements has very high power to influence mental, thought patterns, and not individuals (Muhaimin, 2009). Seeing the enormous financial constraints faced by television, in the early 1960s many newly developing countries tried to build television stations, especially after seeing the potential that the television medium could play for national development, especially in the areas of information dissemination, socialization, motivation, discussion and debate. education, culture, entertainment, national integration and international cooperation (Gultom, 2018).

Nowadays, television has become an inseparable part of human life, many people spend more time in front of the television than they spend chatting with family or friends. For many people TV is a friend, TV is a mirror of society's behavior and TV can be an addiction, showing how other people live and giving ideas about how we want to live our lives. (D. S. Nugraha & Sulistyanningrum, 2019). In short, TV is able to enter the niche of our lives more than anything else. Television is a form of mass communication. Compared to other mass media, such as radio, newspapers, magazines, and so on, television seems to have special properties. Television is a combination of media with image media (audio visual) (Rizal, 2017). The delivery of content or messages also seems to be directly between the communicator (host, news presenter, etc.) and the communicant (viewer). The information conveyed is easy to understand because it is clearly audible audio and clearly visible visually.

Television is the favorite medium for advertisers, and therefore is able to attract investors to build the television industry. Now Indonesian television viewers have many choices in enjoying various television programs. The development of the number of local television stations in Indonesia from year to year is quite rapid.

However, unfortunately, developments in the quality of local television in Indonesia have not been followed by developments in quality. There are still quite a few local television stations currently that are still far from expectations. Even though from time to time, the growth of local television continues to increase, the enthusiasm for building local broadcasting is not matched by the power to survive. Several local television stations along the way were unable to maintain their existence due to heavy competition in the broadcasting industry. (Robby Aditya Putra, n.d.)

This is also the case with local television in West Sulawesi. Currently, almost all mass media is consumed by all people in Indonesia. TVRI is one of the government television stations which plays an important role as media which plays a role in preserving regional culture. (Suri dan Reni Nuraeni Namira, 2017). The TVRI station, which has stations in the regions or is called local television, is a television station that is useful for preserving regional culture in Indonesia. Local television has content or shows that highlight the local wisdom of each region with the aim of developing the region. Local television is an alternative for raising regional potential, because local content can be adapted to the conditions of local communities (A. Nugraha & Unde, 2019).

TVRI Sulbar officially went on air on May 26 2013, with the vision of becoming a world-class broadcasting institution that motivates and empowers through information, education and entertainment programs as well as being a means of preserving culture in West Sulawesi. TVRI Sulbar presents informative and entertaining programs. TVRI Sulbar has a media tagline that unifies the nation because TVRI Sulbar's programs are packaged casually but still educational, such as news, talk shows and comedy. For cultural programs, TVRI West Sulawesi has an Indonesian Charm program which is broadcast once a month every 28th of the current month. Apart from the Indonesian charm program, there is also an Indonesian inspiration program exploring museums (Asraf et al., 2020).

The Indonesian charm and Indonesian inspiration program is a documentary type program. Television broadcast on TVRI West Sulawesi since 2018, this program aims to introduce Indonesia, therefore a special documentary was created to highlight the natural and cultural beauty of all of Indonesia. TVRI Sulbar's Indonesian Charm program airs every 28th with a program duration of 30 minutes for each program with broadcast times from 18.00-19.00 WITA. Chinese culture is being influenced by the effects of globalization, such as the influx of foreign cultures through social media. Mandarin culture is not only influenced by foreign culture but is also influenced by other regional cultures such as Bugis culture and Javanese culture because Mandarin society is known as a pluralistic society, all other cultural influences are likely to cause Mandarin culture to fade and be replaced by culture from other regions.

The fading of Mandarin culture means eliminating one of West Sulawesi's identities. Losing identity also means losing Indonesian identity because West Sulawesi is part of Indonesia. This almost extinct culture was published by the Language Center of the Ministry of Culture of the Republic of Indonesia in 2017. The release also explained that one of the cultures that is almost extinct is Mandarin culture, especially the Mandarin language, this is based on the number of Mandarin speakers which is less than 1000 people. This phenomenon, researchers are

interested in seeing to what extent the local TVRI West Sulawesi broadcast program has affected the resilience of Mandar culture in West Sulawesi, as well as the supporting and inhibiting factors for the TVRI West Sulawesi program as a means of preserving Mandar culture in West Sulawesi, especially in the field of television broadcasting (audio visual).(Putra, 2018)

The type of research is field research. This research uses qualitative methods. Then using three approaches, namely a normative theological approach, namely viewing communication as very important for smooth social interaction during the process of filming cultural content by TVRI West Sulawesi and an approach. The pedagogical approach is a way of approaching the research object using mass communication theory, hypodermic theory and agenda setting theory in observing the interview process between TVRI West Sulawesi journalists and Chinese cultural figures, as well as the psychological approach, which is an approach to research that uses the researcher's ability to understand the relationship of interaction and communication. The object to be researched is the interview process between TVRI West Sulawesi journalists and Mandar cultural figures. Data was obtained from observations, interviews and documentation.

Results and Discussion

1. History of the Establishment of TVRI West Sulawesi

TVRI broadcasts in West Sulawesi have been around since the establishment of the Mount Pati'di Transmission Unit in Mamuju Regency in 1986, the Salabose Transmitter in Majene Regency in 1991, the Bukit Malotong Transmitter in Mamassa 1992 and the Kayu Pair Transmitter in North Mamuju 1996, when it was still affiliated with Sulawesi South. As regional autonomy developed, in 2004 the western part of South Sulawesi Province was expanded into West Sulawesi Province. After being elected as the first Governor, at the end of 2006 Mr Anwar Adnan Saleh visited TVRI South Sulawesi Station to meet with the Head of TVRI South Sulawesi Station Gatot Budi Utomo. During the meeting, Mr. Anwar Adnan Saleh expressed his desire to establish a TVRI Station in West Sulawesi and the Head of the South Sulawesi Station, Gatot Budi Utomo, agreed to use the old equipment in Studio 1 to be brought to West Sulawesi. The team's departure time for West Sulawesi is planned for early 2007. Interview with Sri Wulandari (Secretariat or Administration of TVRI West Sulawesi), May 16, 2023.

Following up on the meeting between the Governor of West Sulawesi and the Head of the South Sulawesi station, on February 11 2007 an equipment installation team was dispatched led directly by Gatot Budi Utomo, accompanied by the Head of the Engineering Section and several technicians. On February 13 2007, the Team reported to the Governor that the equipment was ready to be installed. The Governor of West Sulawesi welcomed the existence of this equipment and ordered it to be immediately installed in the hall of the Governor of West Sulawesi's office (now the Mamuju Regency Dispenda office). On that same day, the equipment was immediately installed in the living room of the

Governor's office. After carrying out a series of connection trials with the Pati'di Transmission Unit, on February 14 the first broadcast was carried out which was attended by guest speakers from the Governor of West Sulawesi Anwar Adnan Saleh, Chairman of the West Sulawesi Provincial DPRD Hamzah Hapati Hasan, TVRI Marketing Director guided by South Sulawesi TVRI Chief Gatot Budi Utomo . The dialogue lasted 60 minutes, since then local broadcasts have been carried out every day (Interview eith Sri Wulandari, TVRI Sulbar, 2023).

On February 18 2007, engineering equipment was installed in a shophouse located in Pasar Baru, Mamuju City. which was leased by the West Sulawesi Regional Government, marking the start of regional broadcasting. Even though TVRI broadcasts in West Sulawesi de facto started on February 14 2007, legally it was only officially inaugurated on August 19 2011 by the Governor of West Sulawesi Anwar Adnan Saleh and the Main Director of TVRI Mrs. Dra. Immas Sunarya, MM at the same time as using a new office in the West Sulawesi Governor's Office Complex in Rangas Village. August 19 2011 was also inaugurated as the anniversary of TVRI West Sulawesi (Interview with Sri Wulandari, TVRI Sulbar, 2023).

The vision of the Indonesian public broadcaster Revublik Television (TVRI) is to become a world-class broadcasting institution that motivates and empowers, through information, education and entertainment programs that strengthen unity and diversity in order to increase the dignity of the nation. The mission of the Republic of Indonesia public television broadcasting institution is: to provide trusted, motivating and empowering broadcast programs that strengthen unity and diversity in order to increase the dignity of the nation; manage financial resources with transparent, accountable and credible governance, in a professional, modern and measurable manner; providing digital convergence-based broadcasting in the form of multiplatform services, using the latest technology, which is managed in a modern and efficient manner, and can be accessed globally; providing quality, competent, creative and ethical human resource management in a transparent manner based on meriotocracy, and reflecting diversity; carrying out institutional governance and its work procedures in a streamlined and dynamic manner, as well as managing assets optimally and effectively based on statutory regulations; optimizing asset utilization, increasing broadcast revenue from advertising and other businesses related to broadcasting, as well as business development in accordance with statutory regulations (Interview with Fuad, Head of TVRI Sulbar, 2023).

The West Sulawesi TVRI station has several culturally affiliated programs, namely. Indonesian inspiration, Indonesian children and Indonesian charm. The following are several TVRI West Sulawesi programs.

Table 1. TVRI West Sulawesi program for Monday

O'CLOCK	PROGRAM	MATERIAL
08.00-09.00 WITA	Nasional jendela negri	TVRI Nasional
09.00-10.00 WITA	Sulawesi barat hari ini	News/TVRI Sulbar
10.00- 11.00 WITA	Bincang malaqbi	Talk show/TVRI Sulbar
11.00- 12.00 WITA	Halo dokter	Talk show/TVRI Sulbar

12.00- 13.00 WITA	Siaran nasional	TVRI Nasional
13.00-15.00 WITA	Siaran nasional	TVRI Nasional
15.00- 15.30 WITA	Klik sulampa	TVRI Nasional
15.30- 16.00 WITA	Sorotan lensa	TVRI Nasional
16.00- 16,30 WITA	Ngobras (ngobrol asyik)	Talk show TVRI Sulbar
17.00-18.00 WITA	Sulawesi barat hari ini	News /TVRI Sulbar

Data source: Administration of TVRI West Sulawesi

Based on the table description above, on Monday TVRI West Sulawesi only produced five local broadcasts with details of two news and three talk shows. If you look at TVRI West Sulawesi's operational production hours, which start at 08.00-18.00 WITA, you can be sure that national broadcasts still dominate on Mondays. (Documentation Stasiun TVRI Sulbar 2023 in Mamuju).

Table 2. TVRI West Sulawesi program for Tuesday

O'CLOCK	PROGRAM	MATERIAL
08.00-09.00 WITA	Nasional jendela negri	TVRI Nasional
09.00-10.00 WITA	Sulawesi barat hari ini	News/ TVRI Sulbar
10.00- 11.00 WITA	Halo sulbar	Talk show/ TVRI Sulbar
11.00- 12.00 WITA	OS Speak	Talk show/ TVRI Sulbar
12.00- 13.00 WITA	Siaran nasional	TVRI Nasional
13.00-15.00 WITA	Siaran nasional	TVRI Nasional
15.00- 15.30 WITA	Klik sulampa	TVRI Nasional
15.30- 16.00 WITA	Anak Indonesia	TVRI Nasional
16.00- 16,30 WITA	Menuju pemilu	TVRI Nasional
17.00-18.00 WITA	Sulawesi barat hari ini	News/TVRI Sulbar

Data source: Tata usaha TVRI Sulbar

Data source: Administration of TVRI West Sulawesi Based on the table description above, on Tuesday TVRI West Sulawesi only produced four local broadcasts with details of two news and two talk shows. If you look at TVRI West Sulawesi's operational production hours, which start at 08.00-18.00 WITA, you can be sure that national broadcasts still dominate on Tuesdays. (Documentation TVRI Sulbar 2023 in Mamuju).

Table 3. TVRI West Sulawesi program for Wednesday

O'CLOCK	PROGRAM	MATERIAL
08.00-09.00 WITA	Nasional jendela negri	TVRI Nasional
09.00-10.00 WITA	Sulawesi barat hari ini	News/ TVRI Sulbar
10.00- 11.00 WITA	Bincang malaqbi	Talk show/ TVRI Sulbar
11.00- 12.00 WITA	Halo dokter	Talk show/ TVRI Sulbar
12.00- 13.00 WITA	Siaran nasional	TVRI Nasional
13.00-15.00 WITA	Siaran nasional	TVRI Nasional
15.00- 15.30 WITA	Klik sulampa	TVRI Nasional

15.30- 16.00 WITA	Budi daya	TVRI Nasional
16.00- 16,30 WITA	Ngobras (ngobrol asyik)	Talk show/TVRI Sulbar
17.00-18.00 WITA	Sulawesi barat hari ini	News/TVRI Sulbar

Data source: Administration of TVRI West Sulawesi

Based on the table description above, on Wednesday TVRI West Sulawesi only produced five local broadcasts with details of two news and three talk shows. If you look at TVRI West Sulawesi's operational production hours, which start at 08.00-18.00 WITA, you can be sure that national broadcasts still dominate on Wednesdays. (Documentation TVRI Sulbar 2023 in Mamuju).

Table 4. TVRI West Sulawesi program for Thursday

O'CLOCK	ACARA	MATERI
08.00-09.00 WITA	Nasional jendela negri	TVRI Nasional
09.00-10.00 WITA	Sulawesi barat hari ini	News/TVRI Sulbar
10.00- 11.00 WITA	Halo sulbar	Talk show/ TVRI Sulbar
11.00- 12.00 WITA	OS Speak	Talk show/ TVRI Sulbar
12.00- 13.00 WITA	Siaran nasional	TVRI Nasional
13.00-15.00 WITA	Siaran nasional	TVRI Nasional
15.00- 15.30 WITA	Klik sulampa	TVRI Nasional
15.30- 16.00 WITA	Dapur davina	TVRI Nasional
16.00- 16,30 WITA	Ngaji anak	TVRI Nasional
17.00-18.00 WITA	Sulawesi barat hari ini	News/TVRI Sulbar

Data source: Administration of TVRI West Sulawesi

Based on the description of the table above, on Thursday TVRI West Sulawesi only produced four local broadcasts with details of two news and two talk shows. If you look at TVRI West Sulawesi's operational production hours, which start at 08.00-18.00 WITA, you can be sure that national broadcasts still dominate on Thursdays.. (Documentation TVRI Sulbar 2023 in Mamuju).

Table 5. TVRI West Sulawesi program for Friday

O'CLOCK	PROGRAM	MATERIAL
08.00-09.00 WITA	Nasional jendela negri	TVRI Nasional
09.00-10.00 WITA	Sulawesi barat hari ini	News/ TVRI Sulbar
10.00- 11.00 WITA	Bincang malaqbi	Talk show/ TVRI Sulbar
11.00- 12.00 WITA	Serambi islami	TVRI Nasional
12.00- 13.00 WITA	Jumat keliling	TVRI Nasional
13.00-15.00 WITA	Siaran nasional	TVRI Nasional
15.00- 15.30 WITA	Klik sulampa	TVRI Nasional
15.30- 16.00 WITA	Jejak islami	TVRI Nasional
16.00- 16,30 WITA	Meraih hidayah	TVRI Nasional
17.00-18.00 WITA	Sulawesi barat hari ini	News/TVRI Sulbar
18.00-18.30 WITA	Inspirasi Indonesia	TVRI Nasional/sulbar
18.30-19.00	Pesona Indonesia	TVRI Nasional/sulbar

Data source: Administration of TVRI West Sulawesi

Based on the table description above, on Friday TVRI West Sulawesi only produced three local broadcasts with details of two news and one talk show. However, on the third Friday or the third week of April there were two national programs produced in West Sulawesi and broadcast on national TVRI, namely the Indonesian Charm Program and Indonesian Inspiration. (Documentation TVRI Sulbar 2023 in Mamuju).

Table 6. TVRI West Sulawesi program on Saturday

O'CLOCK	PROGRAM	MATERIAL
08.00-09.00 WITA	Nasional jendela negri	TVRI Nasional
09.00-10.00 WITA	Sulawesi barat hari ini	News/ TVRI Sulbar
10.00- 11.00 WITA	Questhouse	TVRI Nasional
11.00- 11.30 WITA	Ayo ke museum	TVRI Nasional
11.30- 12.00 WITA	Anak Indonesia	TVRI Nasional
12.00- 13.00 WITA	Siaran nasional	TVRI Nasional
13.00-15.00 WITA	Siaran nasional	TVRI Nasional
15.00- 15.30 WITA	Klik sulampa	TVRI Nasional
15.30- 16.00 WITA	Sporty	TVRI Nasional
16.00- 16,30 WITA	Jejak islami	TVRI Nasional
17.00-18.00 WITA	Sulawesi barat hari ini	News TVRI Sulbar

Data source: Administration of TVRI West Sulawesi

Based on the table description above, on Saturdays TVRI West Sulawesi only produces two local broadcasts, namely news programs. If you look at TVRI West Sulawesi's operational production hours, which start at 08.00-18.00 WITA, you can be sure that national broadcasts still dominate on Mondays. (Documentation TVRI Sulbar 2023 in Mamuju).

Table 7. TVRI West Sulawesi program for Sunday

O'CLOCK	PROGRAM	MATERIAL
08.00-09.00 WITA	Nasional jendela negri	TVRI Nasional
09.00-10.00 WITA	Sulawesi barat hari ini	News
10.00- 11.00 WITA	Mimbar agama	TVRI Nasional
11.00- 12.00 WITA	Siaran nasional	TVRI Nasional
12.00- 13.00 WITA	Siaran nasional	TVRI Nasional
13.00-15.00 WITA	Siaran nasional	TVRI Nasional
15.00- 15.30 WITA	Klik sulampa	TVRI Nasional
15.30- 16.00 WITA	Jadi tahu	TVRI Nasional
16.00- 16,30 WITA	Olahraga tradisional	TVRI nasional
17.00-18.00 WITA	Sulawesi barat hari ini	TVRI Sulbar

Data source: Administration of TVRI West Sulawesi

Based on the table description above, on Sundays TVRI West Sulawesi only produces two local broadcasts, namely news programs. If you look at TVRI West Sulawesi's operational production hours, which start at 08.00-18.00 WITA,

you can be sure that national broadcasts still dominate on Mondays..Dokumen Pola Acara Tahun 2023 oleh Stasiun TVRI Sulbar di Mamuju.

2. TVRI West Sulawesi Local Broadcast Program on Mandar Cultural Resilience in West Sulawesi

The concept of local broadcasting institutions is regulated in Law No. 2 of 2022, especially in Article 31, this article divides broadcasting institutions into two parts, namely private local broadcasting institutions and public broadcasting institutions. Local broadcasting institutions such as TVRI West Sulawesi are not strictly speaking public broadcasting institutions. Therefore, local television can produce broadcasts as they wish without any sanctions from the government, including not producing local content, either general content or content with local cultural themes in areas where there are television stations such as TVRI West Sulawesi. TVRI West Sulawesi as a local public broadcasting institution should participate in preserving the culture that exists in West Sulawesi, especially in producing cultural content and then broadcasting it to the public, but in fact until now TVRI West Sulawesi, since it started broadcasting in 2011, has only had one cultural program, namely on In 2016 for a year, this program was then stopped due to the lack of budget and inadequate human resources (HR). So far, TVRI West Sulawesi in providing support to the West Sulawesi government, in an effort to preserve Mandar culture in West Sulawesi, TVRI West Sulawesi has only relied on Central TVRI programs such as Indonesian charm and Indonesian inspiration. The broadcast content produced each month varies depending on the text or theme from central TVRI.

TVRI is central in giving assignments to each station in the region, such as TVRI West Sulawesi, every month with a different theme for each program, such as the Indonesian Charm program which airs every 28th of the current month. The program is a documentary film broadcast model with a duration of 30 minutes for each program. The type of program theme can be seen from the table below. To support its success, the West Sulawesi TVRI station has several programs which are divided into several sections, namely daily, weekly and monthly programs. Among TVRI West Sulawesi's daily programs is "West Sulawesi Today". Today's West Sulawesi program starts at 09.00-10.00 am. This program is a news program that broadcasts a summary of the latest events that occurred in all districts in West Sulawesi.

"Today's West Sulawesi program is a news program that airs in the morning and afternoon, the news broadcast comes from six districts in West Sulawesi, several times this program also broadcasts cultural news in the form of feature news" (Interview With Irham Hambali Mansyur, Production team, 2023).

Today's West Sulawesi program uses agenda setting theory in its implementation. This can be seen when the program director (PA) directs the crew involved in today's West Sulawesi program, including selecting news items that will be broadcast in the program, because not all news material sent by

regional reporters can be broadcast, they must first look at the information needs. in society or current events in each region in West Sulawesi. The team involved in this program consists of five people, with details. One presenter, one cameraman, one event director and two office team members.

The Malaqbi talk program starts at 10.00-11.00 noon, this program airs three times a week, namely Monday, Wednesday and Friday. The Malaqbi talk program is a talk show type program, the speakers also come from various backgrounds, for example cultural figures, academics and students. This program also often follows trends or issues that are being discussed in West Sulawesi society. A program that also uses agenda setting theory is the Bincang Malaqbi program. This program has presented resource persons from cultural circles. This is certainly important to do because TVRI West Sulawesi is currently continuing to strive to educate the public regarding knowledge of the cultural side of West Sulawesi. This program airs on Mondays and Wednesdays at 10.00-11.00 WITA. The team involved in this program consists of seven people with details. One host, three cameramen, one event director and two office team members.

Then, the Halo West Sulawesi program starts at 10.00-11.00 noon, this program is broadcast twice a week, namely on Tuesdays and Thursdays. The halo sulbar program is a talk show type program, the speakers also come from various backgrounds, for example cultural figures, academics and students. This program also often follows trends or issues that are being discussed in West Sulawesi society.

"In general, the West Sulawesi program is not much different from the Malaqbi talk program, it's just that this program carries out a second segment program involving the public to ask questions directly to the speakers using an interactive telephone system."

The Halo Sulbar program is a type of talk show program. At that time, TVRI West Sulawesi invited the head of the West Sulawesi provincial education and culture service, DR Mithar S.Pd., M.Pd as a resource person. The theme at that time discussed culture in the world of education. This program was first set in terms of the speaker's sitting position and the questions that would be asked during the live event later. This is very important to do so that there are no fatal errors while live. This program airs on Tuesdays and Thursdays at 10.00-11.00 WITA.

"Even though the Halo Sulbar program is a talk show type program, this program often also presents cultural figures as resource persons, depending on the momentum." (Interview with Andi Harpiah, Daily News Production and Broadcasting Team, 2023).

In its implementation, the Halo West Sulawesi program also uses agenda setting theory. Because, before starting the program, the program division first sets the program so that it looks natural, especially the sources in the activity.

This is of course important to do to satisfy TVRI West Sulawesi viewers when watching the broadcast. The team involved in this program consists of seven people with details. One host, three cameramen, one event director and two office team members.

Then, there is the Hello Doctor program starting at 11.00-12.00 noon, this program is broadcast twice a week, namely Monday and Wednesday. The halo program is a talk show type program. The halo doctor program is more focused on health issues, the resource persons only come from among doctors. In its implementation, the Halo Dokter program also uses agenda setting theory. Because, before starting the program, the program division first sets the program so that it looks natural, especially the sources in the activity. This is of course important to do to satisfy TVRI West Sulawesi viewers when watching the broadcast. The team involved in this program is nine people, with details. Three hosts, three cameramen, one event director and two office team members.

Followed by the Ngobras program (fun chat). The Ngobras (fun chat) program starts at 16.00-17.00 in the afternoon, this program is broadcast twice a week, namely Monday and Wednesday. The ngobras program is a talk show type program, the speakers also come from various backgrounds, for example cultural figures, academics and students. This program also often follows trends or issues that are being discussed in West Sulawesi society. A program that also uses agenda setting theory is the Ngobras (fun chat) program. This program has presented resource persons from cultural circles. This is certainly important to do because TVRI West Sulawesi is currently continuing to strive to educate the public regarding knowledge of the cultural side of West Sulawesi. This program airs on Mondays and Wednesdays at 16.00-17.00 WITA.

The four programs above are talk show types, but Ngobras is packaged in a more relaxed and harmonious way, the presenters who use it also have backgrounds as content creators. The program organizer (PA) in the program is first arranged to create entertainment for the community. The team involved in this program is nine people, with details. Three hosts, three cameramen, one event director and two office team members. Apart from daily and weekly programs, TVRI West Sulawesi also has monthly programs. The monthly program is only broadcast once or twice a month with different segmentation each month. These programs include: The Pesona Indonesia program which airs once a month every 28th of the current month, is a type of documentary show with a broadcast duration of 30 minutes at 18.00-18.30 WITA.

"The Indonesian charm program is a local program originating from national TVRI which is produced in West Sulawesi. The content also varies depending on the technical guidelines provided by TVRI, for example cultural, culinary and mountain content." Interview with Muhammad Riadh Gailea, Head of Documentation Team, 2023).

The team involved in this program is 15 people, the duration of time required to work on this program is two weeks, including surveys, filming and editing or finishing processes. The segment of the Indonesian Charm program is dominated by culture. The technical implementation and content are left to each private television station. In carrying out local broadcasts, private television stations can broadcast using their own local main network (relay station). However, the reality is that currently many network

television stations are unable to fulfill the 10% local content content.

"Not all television stations in West Sulawesi meet the ten percent local broadcast standard, but for TVRI Sulbar we can be sure that more than ten percent of their broadcasts are local and this is a good thing for broadcasting in West Sulawesi." (Interview With Hadra , Komitioner KPID Sulbar, 2023).

Referring to the ministerial regulation, TVRI West Sulawesi has been able to fulfill its local content by more than ten percent of the applicable regulations. It is admitted that fulfilling ten percent of local content is a challenge in itself for local television. Especially if the local television is relatively new. However, TVRI West Sulawesi, as one of the national television stations, has been able to prove that they can comply with these rules. TVRI West Sulawesi is not alone. The more local the coverage of media distribution, the closer and more aspirational the content they present will be for the local community. The Broadcasting Law hopes that the media can carry out social control functions, educational functions and entertainment functions that can be enjoyed by the people they serve. The function of the media is strengthened by the agenda setting theory, namely the ability of the media to manage certain issues, including cultural issues. These cultural issues are then published on various media platforms, for example print media, electronic media and online media.

The content of cultural content by TVRI Sulbar in the agenda setting package can be seen from several Indonesian charm programs which have several times produced documentary films with cultural themes, for example the Sandeq theme, this sandeq theme has been broadcast by TVRI Nasional and TVRI Sulbar. At that time the TVRI team was directly involved in the Sandeq race festival, this activity involved dozens of typical West Sulawesi fishing boats sailing from Silopo beach, Polewali Mandar district to IKN or Balikpapan district, West Sulawesi Province. Details of TVRI National broadcasts with the theme of West Sulawesi culture in the Indonesian Charm program produced by TVRI Sulbar over the past year can be seen in the following table:

Table 8. Details of TVRI West Sulawesi Broadcasts with Cultural Themes

Month	Theme	Description
January	Makanan pedas (makanan cita rasa pedas)	Carrying the theme of spicy taste means that the broadcast content produced must have a spicy taste. In West Sulawesi, especially spicy foods include "Bau Piapi", a tuna fish-based food that is characterized by being spicy and sticky.
February	Laut dan pantai (keindahan bawa laut atau pantai)	This theme tends to be about tourism, especially tourism related to the sea. Specifically for this theme, TVRI West Sulawesi last February carried out a shooting process at Mampie beach and Baqbatoa beach in the Polewali Mandar district. Specifically, TVRI West

		Sulawesi's Mampie beach explored turtle conservation which is managed directly by the turtle friends community and TVRI West Sulawesi's Baqbatoa beach explored the beauty of the mangroves on the beach.
March	Cerita kopi (sejarah, pengolahan, hingga penyajian)	Specifically for this theme, TVRI West Sulawesi is relatively limited in terms of data, because West Sulawesi only has two coffee producing areas, namely Mamasa district in general and Kurrak village..
April	Ciri khas ramadhan (kekhasan di saat bulan suci ramadhan)	Specifically for this theme, TVRI West Sulawesi can highlight the Ramadan theme, such as exploring old mosques and other Ramadan knick-knacks.
May	Dataran tinggi (pegunungan, hutan, air terjun,Dsb)	Carrying the theme of the highlands, TVRI West Sulawesi was able to explore Mamasa district, which is known as a mountainous region and has many water attractions, both rivers and waterfalls, as well as Mount Gandang Dewata National Park.
June	Selera masakan berkuah (Aneka ragam makanan berkuah)	This soupy food theme is not much different from the theme last January, both of which had a food theme.
Jul7	Wisata kekinian (objek/tempat wisata Anti- mainstream)	The theme of the program for July is almost similar to the themes for February and May, both have a tourism theme, only in July, current or trending tourist attractions are more highlighted.
August	Warisan sejarah (candi, situs, rumah adat, cagar budaya, museum, dan peninggalan sejarah lainnya)	The theme carried out in August emphasizes the historical sites of each region in the West Sulawesi region. During its journey, the Indonesian charm program explored the traditional house of Mamasa district, known as "Banuaku"
September	Ragam budaya (upacara adat, dsb)	In September, TVRI West Sulawesi carries the theme of traditional ceremonies or other cultural rituals. In West Sulawesi, in general, traditional ceremonies are always held. The area that often holds traditional ceremonies is Mamasa district, which is known as an

		area rich in culture and tradition.
October	Kain nusantara (batik, tenun, sulam, songket, Dsb)	In West Sulawesi itself, there are three regions that have typical woven fabric, namely, Polewali Mandar district with typical mandar silk weaving, Mamunju district with typical sekomandi weaving, and Mamasa district with typical sambu weaving. This, of course, is interesting if explored by the Indonesian Charm program.
November	Seni tradisi (tarian atau seni lainnya)	West Sulawesi is a region rich in tradition. The richness of this tradition certainly needs to be explored outside through charm programs and other cultural programs.
December	Keunikan (suku-suku, rambut gimbal, kerajinan unik lainnya)	Apart from being rich in tradition, West Sulawesi is also rich in tribes and other cultural uniqueness, such as unique crafts. Regions that have other unique products are Mamasa, Mamuju and Poewali Mandar districts.

The number of crew involved in implementing this program is 10 people, with details. One event director, one administrator, two drivers, four cameramen, one talent and one technical person. The target audience in the Indonesian Charm program is R13+ or teenagers to adults with a duration of 24 minutes excluding advertisements, the advertisements in this program are 6 minutes, meaning this program is broadcast for 30 minutes with advertisements, the broadcast time is Monday-Sunday depending on the day Is it the 28th of the current month because on the 28th the national broadcast schedule is for programs originating from West Sulawesi, this type of program is information and education (Interview with Isnaedi Wiarno, 2023).

Indonesia is known as a country with diverse cultures and customs. The society is also very diverse because it consists of various tribes, languages and religions that differ in each region. Of course, this is very valuable wealth and capital for the Indonesian people. Each region, for example, has a variety of cultures that are well studied and known. Therefore, one of the media to introduce these local cultures is through local media in the region.

As local television, local wisdom values must continue to appear in programs on TVRI West Sulawesi because substantially, local wisdom is the values that apply in a society. Values that are believed to be true and become a reference in the daily behavior of local people. This includes identity which really determines human dignity in the community. This means that local wisdom which contains elements of creative intelligence and local knowledge from the

elite and the community is what determines the development of the civilization of the community. This is what is called part of cultural construction which refers to the various cultural riches that grow and develop in a society that are known, trusted and recognized as important elements capable of strengthening social cohesion among members of the community.

West Sulawesi, for example, has a variety of cultures even though they come from the same family as the tribes on Sulawesi Island. West Sulawesi province also has traditional houses, traditional clothing, dances, traditional weapons, tribes, regional songs and languages (mandar, mamasa, mamuju and others). As one of the categories of local wisdom, namely culture or more specific cultures (based on ethnic groups, professions, regions or certain areas. This diversity of local wisdom is the main capital and potential of the region which can also be highlighted in local television content in West Sulawesi including by TVRI West Sulawesi (Interview with Anugrahwati, Academics, 2023).

One of the strategies implemented by TVRI West Sulawesi in order to continue to exist is to promote local wisdom values by collaborating with the regional government. This is not only done to report on local government activities, but behind that there are also local wisdom concepts such as culture, tourism and customs in the area which are also highlighted. In this process, cultural representation is carried out by local television media together with cultural, political, economic, social and environmental figures. This is where the role and function of local television is, namely providing representation through various programs using a local context approach, while also helping to shape regional cultural identity. (Interview with Nurul Magfirah Amalia, Head of the Team for Monitoring, Evaluation, Reporting on Program Production and Broadcasting, 2023).

The functions of local wisdom include, among others, as a marker of a community's identity; adhesive elements (cohesive aspects) across communities, across religions and beliefs; providing a color of togetherness for a community; changing the mindset and reciprocal relationships of individuals and groups by placing them above their own culture; and encourage the building of togetherness. Several functions of local wisdom emphasize the importance of an approach based on local values or wisdom where cultural sources become markers of identity for the survival of a group or belief system. In connection with the function of local wisdom, one way to explain these functions is to package them in local content programs on television. The results of this research clearly show that the local content program produced by TVRI Sulbar has at least carried out the functions of local wisdom in which aspects of a community's identity, in this case the cultural identity of the people of Southeast Sulawesi, can be recognized, besides that it also acts as a bond between culture and the audience who watch it can be intertwined.

The program of a television program is an important factor in supporting the success of a television broadcasting station. Program is a factor that brings audiences to know a broadcasting station. Where if a station has a

large audience and if the audience has the characteristics that advertisers are looking for, then the station in question will be equally attractive to advertisers. Therefore, how a program system is created will greatly support the success of the broadcasting station. In local broadcasting, this can happen, but it can also be the other way around. There is no doubt that TVRI Sulbar has been able to produce local content, both news and other programs. But again, if it has to be sold to get additional funds, it is still very minimal. However, what was conveyed by the management of TVRI West Sulawesi was that the television station was not very well known to the local community, but because of the TVRI brand, television advertisers were interested in providing it on television. Local Television and Local Wisdom Content.

3. Supporting and Inhibiting Factors for TVRI West Sulawesi in Preserving Mandar Culture

Among the supporting factors was that when TVRI West Sulawesi did not yet have a special cultural program, TVRI West Sulawesi occasionally included cultural theme content in some of the local content it produced, such as talk shows with cultural themes, feature news covered by TVRI West Sulawesi reporters included in priority scale for broadcast by TVRI West Sulawesi, as long as it is related to the momentum. Interview with Yulius Padauanan, (Head of the News Production and Broadcast Planning and Control Team), 23 Mei 2023. The unavailability of locally produced TVRI West Sulawesi programs does not mean that TVRI West Sulawesi is deemed not to have contributed to efforts to preserve Mandar culture in West Sulawesi. TVRI Sulbar continues to strive to meet all the information needs of the community, including cultural observers in West Sulawesi. This is of course inconsistent with TVRI West Sulawesi's mission which wants to be part of cultural preservation efforts in every region where there are stations, including West Sulawesi Province. TVRI Sulbar, which does not have a special cultural program, is not considered to have contributed to efforts to preserve Mandar culture in West Sulawesi, because currently TVRI Sulbar is supported by programs from TVRI National, such as the Indonesian charm program, Indonesian inspiration, news and talk shows with the theme of Mandar culture in Sulawesi west (Interview with Muhammad Ridwan Alimuddin, Author, 2023).

Apart from being supported by national programs, TVRI West Sulawesi also carries out programs provided by TVRI National. TVRI West Sulawesi also receives support from the people of West Sulawesi in carrying out culturally affiliated programs, for example helping to write scripts, during observations accompanied by local residents and language translators if needed. The manuscripts for the Indonesian charm program that were written by local residents are the Banuaku edition and the Mangaro edition, both of which are cultures originating from Mamasa district, West Sulawesi. The Banuaku segment of the Indonesian charm program which uses local residents as script writers, namely Abdi Latief, a young man from Sendana sub-district, Majene Regency, said he was offered directly by the leadership of TVRI West Sulawesi to help write the Mamasa cultural script in the Banuaku segment. He did not experience

significant obstacles in the process of writing cultural texts because he had been involved in many cultural movements, especially Mamasa culture, and the results of his work were then made into documentary videos and posted on his YouTube channel.

In creating a cultural script that will be used for broadcast purposes, Abdi Latief needs about one week and before creating the script he must first discuss with the Indonesian charm team to equalize perceptions. This is considered important so that the script he writes will be in accordance with the wishes of TVRI West Sulawesi and the people of West Sulawesi in general. Apart from discussing with the leadership of TVRI West Sulawesi, Abdi Latief also asked to be included in the filming process by the Indonesian Charm team. This was considered important so that the script he wrote was in accordance with the video documentation taken by TVRI West Sulawesi. This concern is of course natural considering that cultural content is also considered sensitive content because not all parties can be shot depending on the wishes of TVRI West Sulawesi and the rules contained in the Broadcasting Code of Conduct and Broadcast Program Standards (P3 and SPS). (Interview with Abdi Latief, Scriptwriter for the *Pesona Indonesia* Program, 2023).

Then, the obstacles faced by TVRI West Sulawesi also have an impact on the content produced, including cultural content. Cultural content that was produced in 2017, namely the *Beranda Budaya* program, is currently no longer produced on TVRI West Sulawesi because budget support from the government is very minimal. This certainly makes things difficult for TVRI West Sulawesi because running the program requires a lot of costs, such as paying honoraria for speakers and hosts. The unavailability of cultural content produced by TVRI Sulbar is currently also felt by Mandar cultural observers, according to him, currently TVRI Sulbar has not produced much content with a Mandar cultural theme, the cultural content in each program must be further increased. However, there are three other factors that are most striking, namely competition, human resources and budget.

First, competition, the first thing that must be known is the strengths and weaknesses of the system in broadcasting programs of this type on different television stations but the broadcasts are broadcast simultaneously at the same time. So the management of a program must look at it as a whole, whether the program has its own appeal or even makes viewers choose other TV broadcasts to watch. This of course has an impact on the television station's rating. Second, the amount of budget currently available and the purchase of equipment for programs are important determining factors in broadcasting cultural programs on the TVRI Station in West Sulawesi. It is of course difficult for stations with limited budgets to be able to compete in cultural programs, especially now that Covid has not fully recovered, the West Sulawesi provincial government is still focusing its budget allocation for Covid 19. Apart from Covid 19, the West Sulawesi provincial government is also focusing the West Sulawesi Provincial APBD on handling the West Sulawesi earthquake that occurred in 2021. Even though two years have passed, currently West Sulawesi earthquake victims still need help, especially earthquake victims who are in the heavily damaged category

(Interview with Isnaendi Wiarno, Head of Administration Subdivision TVRI Sulbar, 2023).

Third, apart from budget constraints, the lack of human resources is also one of the main obstacles in the TVRI West Sulawesi program, because the budget is minimal, plus currently West Sulawesi is still recovering from the West Sulawesi earthquake in 2021. All media budgets were reduced and diverted to earthquake management, including TVRI West Sulawesi. Based on the description above, the leadership of TVRI West Sulawesi admitted that human resources were also one of the obstacles to not maximizing local cultural broadcasts. Hopefully the future will be better (Interview with Suci Ramadhani, (Head of the Planning, Control and Budget Team, 2023).

Analysis of the findings in qualitative research will reveal problems from various sources in a comprehensive descriptive explanation, where this research will systematically, factually and accurately describe the TVRI West Sulawesi program in preserving Mandar culture and the supporting and inhibiting factors of the TVRI West Sulawesi program in preserving culture. anchor in West Sulawesi.

Public attention to television has not been shifted by the presence of online media with fast information systems. Television remains a popular medium for audiences. Since freedom was given to the public with the issuance of Broadcasting Law number 32 of 2002 concerning broadcasting, the world of media has become increasingly busy. Mass media has developed into a business institution. Because Indonesian society is now increasingly aware of the importance of information. So that every morning people sit in front of the television to watch the latest information or some sit in coffee shops just to read the newspaper. So that they get the latest information. Mass media not only functions as a medium for delivering information, education and entertainment, social control and business sources.

Now television media has begun to be used as a means to convey good values. Because television media can convey information to the public anytime and anywhere, especially the presence of the internet is also considered very helpful because several television stations including TVRI West Sulawesi also carry out live streaming via their YouTube channel while they are live in the studio. This was done to make it easier for the public to watch TVRI West Sulawesi broadcasts without having to watch on television, watching can also be done via their Android cellphone.

The existence of the internet has also not been fully felt by the people of West Sulawesi, especially those living in mountainous areas such as Ulumanda subdistrict, Majene Regency, Tubbi Taramanu and Matangnga subdistricts, Polewali Mandar Regency, Kalumpang subdistrict, Mamuju Regency and most areas of Mamasa Regency, West Sulawesi Province. Areas where the internet does not reach can still watch TVRI West Sulawesi broadcasts via television at home because TVRI West Sulawesi has built transmitters in the Mamasa, Majene and Mamuju districts.

As a public television media owned by the government, TVRI West Sulawesi is of course responsible for the information needs of the people of West Sulawesi, including information related to local culture in West Sulawesi.

Not only cultural information, TVRI West Sulawesi should take part in preserving Mandar culture in West Sulawesi.

It cannot be denied that TVRI has also contributed to preserving Mandar culture. However, this is considered not optimal by academics and cultural circles. According to him, until now there are still several local cultures that have not been brought to the screen by TVRI West Sulawesi and this is what is important to show, especially in the current millennial era, the world of broadcasting should be proactive in broadcasting cultural content so that it is not eroded by the times.

TVRI West Sulawesi, which is government-owned TV, does not turn a blind eye to this. However, TVRI West Sulawesi's journey did not go smoothly, it faced several challenges which made it very limited in producing local content in West Sulawesi. The obstacles faced are human resources, budget and competition. This limitation is what makes TVRI West Sulawesi limit cultural content, it only includes cultural content in the local programs it produces, such as today's West Sulawesi Program whose program model is news. Specifically, talk show programs are not produced every day, only two or three times a week.

In general, research uses agenda setting theory and hypodemic theory. Both theories emphasize the importance of setting the program before it starts in the sense of being set. The setting referred to in the research is how a media produces quality content in society. However, specifically for agenda setting, in this research there are not all processes in applying this theory because in this millennial era, some of the content of this theory does not meet the satisfaction of society. TVRI certainly has reasons for this due to limited duration and budget as well as other constraints. Therefore, the syringe or hypodermic theory is also needed in this research because it is to see and explore every problem that exists at TVRI West Sulawesi. The problem in question is limited time and broadcast content produced by TVRI West Sulawesi. Community participation is expected to be able to contribute to every program that will be broadcast by TVRI West Sulawesi.

Conclusion

In carrying out its business activities, TVRI Sulbar has broadcast programs full of local wisdom, including local news, Indonesian charm, Malaqbi talks, chats, Hello West Sulawesi and local documentary filmmaking. Since its existence for more than 1 year, TVRI Sulbar has been able to broadcast five hours of programs containing local content based on local wisdom. This local television station also collaborates with city and district governments throughout West Sulawesi. The aim is to report on local government activities while still highlighting local wisdom concepts such as culture, tourism and customs in the area.

TVRI Sulbar is also unable to produce local content based on local wisdom, because it is not supported by adequate human resources in the broadcasting sector. However, competition between other local broadcasting institutions in West Sulawesi province is a challenge for TVRI Sulbar in producing local content. However, this is considered a trigger to create local packaging that is better and more attractive than other local television. This research also recommends several

things, namely that the challenges of local television come not only from the many national private television stations, but also from other local mass media.

TVRI West Sulawesi must continue to maintain the quality of its broadcasts and local programs. Also compiling and developing television programs based on local wisdom that are more varied according to the character and needs of the people of West Sulawesi. Apart from that, plan and implement better promotional strategies so that local television can be known to the public. Then, future researchers must further explore the causes of TVRI West Sulawesi's current lack of cultural content, especially from the executive and legislative sectors as policy makers and budget authorities because based on the research results obtained by current researchers, the budget is still the main obstacle for TVRI West Sulawesi. able to work optimally, especially in strengthening cultural content. Lastly, Indonesian academics, especially West Sulawesi, have no shortage of intelligent people or academics. However, after looking at the existing conditions at TVRI West Sulawesi, researchers see that currently an active role is needed by academics, especially broadcasting academics. The role in question is in the form of contributing ideas to the broadcast production process by TVRI West Sulawesi, which is currently still being improved.

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