Localizing the MDGs in Rural Indonesia through Community Radio

Fariza Yuniar Rakhmawati

Diponegoro University

E-mail: *farizayuniar@gmail.com*

T he Millennium Development Goals (The MDGs) term have to be localized, to be easily accepted in rural Indonesia. Local communities must be at the centre of all The MDGs achievement processes. Community radio becomes an alternative solution to localize the MDGs in rural Indonesia. This paper discusses the reasons in which community radio can be used to localize the MDGs in rural Indonesia. First of all, community radio has ability to be an alternative media. Base on the principle 'by, with, and for community', interaction in community radio could blend the MDGs information with local issues. The participants in community radio have common frame of reference so that communication can occur more effectively. Moreover, community radio networks in various areas in Indonesia have been built quite well. They broadcast public health, economy, environmental and social politic issues.

Keywords: The MDGs, rural community, community radio

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INTRODUCTION

For a number of years, the Millennium Development Goals (MDGs) in Indonesia not reach the rural communities at maximum level. Indonesian government was not treat rural and urban communities differently in the application of the MDGs. Therefore the MDGs achievement in Indonesian urban areas being on track while getting worst in rural areas (Ritonga, 2012). Proverty problem much more happened in Indonesian rural areas than urban areas. In 2012, the number of people life below the poverty line approximately 18,08 million people in urban areas, while rural areas has 10.51 million (BPS, 2013). These figures indicate the population below poverty line in rural area almost two times larger than urban areas.

Development communications can be the way of the MDGs succesfull achievement in rural communities. As a new idea, the MDGs being socialized to rural communities through development communications. Participation from society is an important part of development communications. Murniningtyas (2008) said that the MDGs in Indonesia will be optimally achieved with participation from society and stakeholders. Rural community often seen as a passive part in Indonesian development. Their opinion rarely seen as an important input for the government's programs. Thus Indonesian government needs the media to facilitate rural communities's participation for the MDGs achievement.

Face-to-face or direct communications is one of the development communications media to obtain public participation. It could be held in interpersonal communications, group communications or public communications. Through the face-to-face communications the feedback from the conversation flew more effectively (Bungin, 2013: 68-70). However, direct communications have limitations in geographical and physical barriers. While the characteristic of rural communities is isolated. One group in rural area separated from another, so they hardly having contact (Rachmiatie, 2007: 76-78).

Development communications through broadcasting media could reach much more audience. Broadcasting media negates geographical and physical barriers. It reaches the audience who could be anywhere. But broadcasting media institution rarely give their space for rural communities development issues. That's why rural communities having lack information access to The MDGs achievement.

Community radio could be an alternative solution in localizing the MDGs in rural Indonesia. The excistence of community radio growing fast in Indonesia. They broadcast public health, economy, environmental and social politic issues. In 2007 290 community

radio stations joined in Indonesian Community Radio Networks (Jaringan Radio Komunitas Indonesia-JRKI). Birowo (2013: 10) predict the exact number of community radio stations much more than that number, because many community radio stations not joined in any network. They spread along different areas in Indonesia, especially rural areas (Rachmiatie, 2007: 91).

Freedom of expression through community broadcasting media supported by Indonesian government with Law Number 32 Year 2002 on Broadcasting. Community radio is one of community broadcasting media. According to article 21 clause (1) of Law Number 32 Year 2002 on Broadcasting (*Undang-Undang Penyiaran*), the basic character of the community broadcasting media lies in "…a broadcasting institution in the form of an Indonesian corporate body, which is established by a certain community, independent and non-commercial in nature, with low transmission power and limited broadcasting coverage to serve the interests of its community."

According to the background, this paper discusses the reasons in which community radio can be used to localize the MDGs in rural Indonesia.

LITERATURE REVIEW

1. The Millennium Development Goals (The MDGs)

The Millennium Development Goals (The MDGs) are eight international development goals that 192 United Nations member states and at least 23 international organizations agreed upon to achieve by the year 2015. The goals are (UNDP, 2013):

1. Eradicate extreme poverty and hunger.
2. Achieve universal primary education.
3. Promote gender equality and empower women.
4. Reduce child mortality.
5. Improve maternal health.
6. Combat HIV/AIDS, malaria and other diseases.
7. Ensure environmental sustainability.
8. Develop a Global Partnership for Development.

The MDGs agenda includes quantitative targets to improve results in poverty reduction, health, education, gender equality and the protection of the environment through stronger partnership between developed and developing countries, stronger partnership among developing countries themselves, and partnership with the active involvement of the private sector (United Nations, 2005: 1).

By signing the Millennium Declaration, the President of Indonesia pledged to halve the proportion of people suffering from hunger, ensure that all children can complete primary education, eliminate gender disparity at all levels of education, reduce under-five and infant mortality rates by two thirds, and halve the proportion of people without access to improved water sources by 2015 (Indonesian UNDP, 2013).

2. Development Communications

Development communications related to "development support communications" term published by United Nations Development Programme (UNDP) (Rogers in Harun, 2011: 2). One of development communications orientation is the change of the community or rural area. It concentrated in communication of new ideas in the rural area (Hedebro in Harun, 2011: 167). Development communications is reciprocal processes. It is focus in dialogue between participants: message sender and receiver (audience). Information flows not only "top-down" but also "bottom-up" as a feedback (Harun, 2011: 166).

3. Community Radio

Radio is one of broadcasting media. Radio broadcast through airwaves which is public domain. As a broadcasting media, radio has characteristics (McQuail, 2010: 37):

1. Sound appeal only.
2. Portable and flexible in use.
3. Multiple types of content, but more music.
4. Participative (two-way) potential.
5. Individual and intimate in use.

There are four broadcasting institutions based on Law Number 32 Year 2002 on Broadcasting: 1) public broadcasting, 2) private broadcasting, 3) subscribed broadcasting, and 4) community broadcasting. According to article 21 clause (1) of Indonesian Broadcasting Law (*Undang-Undang Penyiaran*), the basic character of the community broadcasting media lies in "…a broadcasting institution in the form of an Indonesian corporate body, which is established by a certain community, independent and non-commercial in nature, with low transmission power and limited broadcasting coverage to serve the interests of its community (Indonesian Broadcasting Law, 2002)."

The key concepts of community radio are access and participations. Access means each member of community has the same opportunity to receive the message from the

community radio. Participation means the listener actively involved in the management and production process. Community radio treat the listeners as a protagonist (main character) through their involvement in the management and production process. Community radio also gives radio programs to help the community in developing their area (Jurriëns, 2003: 118).

4. Rural Community

Community defined by Ralph Linton in Bungin (2013: 29) as a group of people lived and worked together for a long time, so that they can organize and consider them selves as one social unity with an exact borders. The characteristics of rural community defined by Rachmiatie (2007: 76-78) are:

1. Isolated. One group separated from another so that they hardly communicate.
2. Homogenity. Majority of member of rural community have the same ethnic and cultural background.
3. Agriculture. Almost all of member of rural community work in agriculture.
4. Subsistem economic. Subsistem economic and barter being rural community's economic ways.
5. Rural revolution. Many rapid changes occurred in the rural community.

CONCEPTUAL FRAMEWORK

The MDGs	Community Radio	Rural Community

Development Communications

The Millennium Development Goals (MDGs) could be localized in rural community in Indonesia through community radio as a development communications medium.

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DISCUSSION

1. Community Radio as an Alternative Media

Rural communities having lack information access to government's developing programs. Access to broadcasting media become a problem because not everybody can

'speak' in broadcasting media. Broadcasting media spreads information related to their political economy interest. The development of rural community is not the part of media institution's favourite theme.

Community radio presents as an alternative media for rural community. Alternative media construct a reality that appears to oppose the conventions and representations of the mainstream media. It challenges the media monopoly on producing symblic forms (Atton, 2009: 268). The comparison between mainstream media with alternative media can be seen in Table 1.

Dimention	Mainstream Media	Alternative Media
Organizations	Big media	Small media
	Corporate or bussiness	Collective organization or community
	Big scale broadcasting	Small scale broadcasting
Content	Dominant culture or global trend	Minority or community culture
	Global or dominant lifestyle	Local or minority lifestyle
	Pro-copyright	Anti-copyright
System	Capitalizations	Decapitalizations
	Commercial, depend on advertisement	Non commercial, not depend on advertisement
Organizer	Professional	Activist or member of community
Orientation	Profit as orientation	Not looking for profit
	Number of audience or rating	Audience's participations
Audience	As much as possible	A particular community

Table 1. The Comparison between Mainstream Media with Alternative Media
Source: Maryani (2011: 68)

Radio still being one of the most favourite mass media in Indonesia. Survey from Nielsen (2012) shows that radio was in third position (25%) of mass media consumption level in Indonesia. First and second position are television (94%) and internet (30%).

Gambar 1. Diagram of Mass Media Consumption Level in Indonesia, 2012
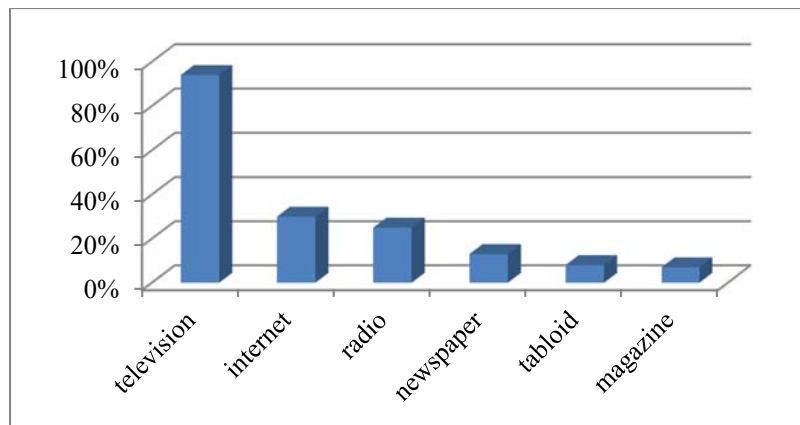
Source: Nielsen (2012)

Radio become a favourite media because it is easy to use and can be carried everywhere. Radio can be heard anywhere while doing other activities. The strength of the radio media that not owned by other media is imaginative. It means radio stimulates imagination for the listeners. They picture the messages suggested by voices, words and sound effects.

Radio also is personal and intimate. Radio's potency of participation is higher than the television and print media, because the target audience can more easily access or contact the radio station. The potency of two way participation make radio more personal than other mass media (McQuail, 2010: 37).

Community radio has a chance to be an alternative media for rural community. From organizational aspect, community radio is a relatively small media institution or focuses in certain community. The relationship between community members held intensively. As a media institution, community radio is not bussines institution. The orientation of community radio is participation of its members.

Furthermore, community radio's content based on the information needs of the community. Organizational system of community radio is non-commercial, so it is not depend on advertisement. Last, audiences's participations is more important in community radio than the number of audience (Maryani, 2011: 62-63).

As an alternative media, community radio can spreads the MDGs information fastly and fairly, so it is not only known by urban community but also rural community. Through community radio, rural community can access information about the MDGs targets and its achievement programs. Community radio share the MDGs information based on the rural

community's needs. It become a window for rural community so they can get information to develop their selves. Each member of rural community have an opportunity to actively play a main role in broadcasting process with dialogue between participants. The audience can also participate in the broadcasting process by their feedback.

2. "By, With, and For Community" Principle

Community radio has a "by, with, and for community" principle (Lucas, 1995). It means community radio produced by community, with the full support from community to fulfill the community's information needs. The Indonesian Broadcasting Law also said that community radio is "established by a certain community" and "serve the interests of its community".

Community radio can easily adapt with the community's problems while sharing the MDGs information because the community produce the radio programs by themselves. Each listener can be actively involved in the management and production process. Community radio station treat the listeners as a protagonist (main character) through their involvement in the management and production process. (Jurriëns, 2003: 118).

All of member of rural community has the same opportunity to receive the message from the community radio. Community radio gives community members access to information because it gives them access to the means of communication. The most relevant information -educational and developmental- is disseminated and exchanged. Important local issues are aired. A free market place of ideas and opinions is opened up and people are given the opportunity to express themselves socially, politically and culturally. Community radio helps to put the community members in charge of their own affairs (Tabing, 2013: 12).

The audience can also participate in the broadcasting process by their feedback. The radio itself have a higher potency for audience to participate because accces to radio is easier than other broadcasting media. Each member of rural community have an opportunity to actively play a main role in broadcasting process with dialogue between participants.

The MDGs achievement process can be more effective with the participation of rural community. Community radio is participatory media provide public sphere for rural community. In community radio, grassroot people become a media expert. Different with media expert in mainstream media whom elits from organizations or institution. Each

member of rural community can discuss their view about the MDGs through community radio (Atton, 2009).

The MDGs information flows through community radio as a reciprocal processes. It is not only "top-down" but also "bottom-up" development communication process as a feedback. The dialogue occurs between participants in community radio: the speaker(s) and the listeners. The rural community become active participants in working towards the achievement of the MDGs in articulating the development priorities for their own communities. From *a Transmission Model of Mass Communications* perspective, feedback gave by member of rural community determine community radio's content.

With the principle 'by, with, and for community', localize the MDGs through community radio occurs more effectively. One of characteristic of rural community is high level of homogeneity. Majority of member of rural community have the same ethnic and cultural background (Rachmiatie, 2007: 76-78). Produced by its community members, community radio share common frame of reference.

Frame of reference is the collection of experiences and meanings used by participants in communications process. The common frame of reference implies the social context in which communication take place. Communication is related to social systems. Communication increases the likelihood of similarities among people, increases the chances that people can work together to accomplish a goal (Aggarwal, 2002: 17). Greater the frame of reference, better and more effective the communications.

One of similarity between participants in community radio is the language. The use of local language is an important factor in the acceptance of information in community. Husain's research (2012: 114) shows that many community radio in Indonesia use the local language. Sinar Lapandewa community radio station in Lapandewa use "Cia-cia Language" (Bahasa Cia-cia). Lapandewa's society could easily understand Cia-cia Language better than other languages. This is the example of the use of Cia-cia Language in Sinar Lapandewa community radio:

> *Assalamualaikum Wr. Wb. Indau Horisun Nucumpu Lalou Topotabu Yifrekwensi 93.5 Community radio Sinar Lapandewakodadi Koumurukorajiki, Kobahagia.* (Assalamualaikum Wr. Wb. I'm Horisun really happy to meet you all in Frequency 93.5 Sinar Lapandewa community radio, bring the life information, the kindness, the wealth and the happiness)

Vatallolo Kaledupa community radio station in Kabupaten Wakatobi also use local language, the Kaledupa Language. The local language being used because most of the listeners have lacks understanding in Indonesian language. The tagline of Vatallolo Kaledupa community radio station is "*Mina dikita ako tey kita",* means "From us to us" (Husain, 2012: 117).

3. Community Radio Networks

Localizing the MDGs in rural Indonesia through community radio supported with the existence of community radio networks. Birowo (2013: 10) said that there is no official data on the exact number of community radio stations in Indonesia. Some of community radio stations joined with community radio networks. Some of that networks are Indonesian Community Radio Networks (Jaringan Radio Komunitas Indonesia), Community Radio Networks for Democracy (Jaringan Radio Komunitas untuk Demokrasi), Association of Farmer Solidarity Radio (Jaringan Radio Himpunan Kerukunan Tani Indonesia), Farmers' Voice Radio Networks (Jaringan Radio Suara Petani), Fishermen's Voice Radio Networks (Jaringan Radio Suara Nelayan) and Urban Poor Consortium (UPC) Radio.

The biggest community radio networks in Indonesia is Indonesian Community Radio Networks (Jaringan Radio Komunitas Indonesia/ JRKI). JRKI established to unite the small powers owned by community radio stations in many province in Indonesia. JRKI not only centralized in Jakarta, but also in each province in Indonesia. Some of them are JRK Papua, JRK Sulsel, JRK Sulut, JRK Kaltim, JRK Kalbar, JRK NTT, JRK NTB, JRK Bali, JRK Jatim, JRK Jateng, JRK Lampung, JRK Yogyakarta, JRK Jabar, JRK Banten, JRK Jabotabek, JRK Sumbar, and JRK Sumut. JRKI also build the connection with World Association of Community Radio (AMARC), the international community radio network (Maryani, 2011: 112). The number of community radio stations in each province in Indonesia can be seen in Table 2.

Province	The Number of Community Radio Stations
Lampung	14
West Java	45
Central Java	27
Yogyakarta	35
Bali	10
NTB	12
NTT	1
Jakarta	1

East Java	27
Papua	14
East Kalimantan	5
North Sulawesi	14
South East Sulawesi	21
West Sulawesi	13
North Sulawesi	10
Banten	20
Aceh	21

Table 2. The Number of Community Radio Stations in Each Province in Indonesia
Source: Maryani (2011: 91)

Indonesian government could use the existence of community radio network to their development communications strategy in localizing the MDGs in rural Indonesia. Some of community radio stations joined with JRKI broadcast public health, economy, environmental and social politic issues. Birowo (2013) gives some example of community radio stations in Indonesia:

1. Suara Kota: community radio station in Tanjungkarang, Lampung, focuses on problem of street vendors. This radio station campaigns about arrangements of traditional market which is pro-poor vendors.

2. Gema Lestari: community radio station in Pesawaran, is used by peasants to be forum of dialogue about environmental issue, to solve conflicts.

3. Talombo: community radio station in Vatallolo, Southeast Sulawesi, are used to build capacity of fishermen in Wakatobi islands. People use the radio to campaign environmental awareness to protect their islands's sea area from the damage of the use of cyanide in fishing, to inform about fish market situation and weather also to provide information about vital neccessity, for example rice and fuel.

4. Teras: community radio station in South Sulawesi, is radio for waste takers in Manggala, Makasar. Working with a health centre in that area, the radio provides information related to public health issues. This radio is also used to support education of children in that area.

5. Kemayu: community radio station in Indramayu, West Java, is well known as a community radio for migrant workers. The radio is used to advocate migrant workers who get problems related with their jobs, such as unpaid salary, employer abuse, loss contact with family. This radio station also provide information for community members who want to work in overseas

Public health, economy, environmental and social politic issues broadcast by community radio stations in Indonesia have similarity with the MDGs targets. Indonesian government should collaborate with community radio stations through community radio networks to localize the MDGs. Community radio networks can be seen as an important stakeholder to accellerate the MDGs achievement in Indonesia.

CONCLUSION

Community radio can be used to localize the MDGs in rural Indonesia because of three reasons:

1. Community radio has ability to be an alternative media. From organizational aspect, the relationship between community members held intensively through community radio. As a media institution, the orientation of community radio is participation of its members. Furthermore, the existence of community radio is supplying information for its community based on their needs. Moreover, organizational system of community radio is not commercial, so it is not depend on advertisement. Last, audiences's participations is more important in community radio than the number of audience.

2. With the principle 'by, with, and for community', interaction in community radio could blend the MDGs information with local issues. Community radio can easily adapt with the community's problems while sharing the MDGs information because the community produce the radio programs by themselves. The audience can also participate in the broadcasting process by their feedback. The participants in community radio have similar frame of reference so that communication can occur more effectively. One of similarity between participants in community radio is the language. The use of local language is an important factor in the acceptance of information in community.

3. Community radio networks in various areas in Indonesia have been built quite well. They broadcast public health, economy, environmental and social politic issues. Indonesian government could use the existence of community radio network to their development communications strategy in localizing the MDGs in rural Indonesia. Public health, economy, environmental and social politic issues broadcast by community radio stations in Indonesia have similarity with the MDGs targets. Indonesian government should

collaborate with community radio stations through community radio networks to localize the MDGs.

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