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# Variety Show with Indonesian Culture among the Imperialism of Foreign Culture

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## Research Article

## ABSTRACT

*Background:* Variety show infotainment program that was successful in society and became a topic of conversation in public communication. Indonesian society in 11 cities was seen 90% happy to watch television in 2017. The program was full of gossip about the lives of artists at that time. The show gave birth to changes in ethical values that could damage the cultural order of the Indonesian nation as an eastern society that upholds good manners. *Aim:* The purpose of the study was to determine whether cultural values, religion, and social norms in Indonesian society are the main elements in every variety show broadcast on television. *Method:* The research method used a type of literature review with a qualitative descriptive approach through analysis of reports, articles, and library books, then analyzed descriptively inductively to produce conclusions. *Result and Discussions:* The results of the study, the government implemented the broadcasting law as a form of multicultural communication policy to control foreign cultural imperialism. *Conclusion:* The government implemented the protection of Indonesian culture through the broadcasting law and encouraged the emergence of multicultural values on Indonesian television.

**Keywords**: Variety shows, Indonesian Culture, Imperialism, Foreign Culture

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## INTRODUCTION

Television is a mass media channel that is growing rapidly in line with the times. Television has the nature of a medium where the message conveyed has a high enough appeal in building the identity of the audience (De Valck & Teurlings, 2013: 7). Television broadcasts that are made cause many changes that occur in people's lives (Sarfio, Djauharie, & Anggrani, 2017). The combination of audio and visual, then using it is easy and cheap, and the experience of abstract and concrete activities are interrelated to make television a favorite of the people (Seels, 1997). This makes television still a special medium in the daily life of Indonesian people plus there are smart televisions that can access the internet at once (Joshi, Stubbe, Li, & Hilty, 2019). Television is the media that can reach the lowest social strata of society.

In the midst of the current new media trend, television still has many loyal fans. Television is still one of the main media both as an entertainment medium or the preferred media of information for Indonesians. Nielsen's data states that television still provides the largest contribution with total advertising spending reaching Rp. 65.1 trillion for the January-July 2017 period. Followed by newspaper advertising spending of Rp. 15.6 trillion, radio Rp. 811.8 billion and tabloid Rp. 686.6 billion. Digital media has indeed begun to undermine the acquisition of conventional media advertising spending, especially print media. However, for the Indonesian market, the position of television will not be deterred. This clearly indicates that television is still one of the main media in the advertising industry. The high number of advertisements is of course directly proportional to the number of viewers of the media concerned. Advertisers will always target the media that is consumed the most by their target

audience. In short, the Indonesian people are still very fond of watching television. According to Nielsen's data, more than 90 percent of Indonesians who live in 11 cities claim to enjoy watching TV (Nurfikria & Tawulo, 2018).

Whether we realize it or not, local entertainment shows containing Indonesian multicultural content are facing threats in the form of foreign programs that are also broadcast on Indonesian television entertainment channels. Rappler.com data in 2017 shows that several foreign programs airing on Indonesian television include: Anandhi (ANTV), Mohabbatein (ANTV), Trans TV Cinema (Trans TV), Upin & Ipin (MNC TV), and Naruto (Global TV) . These shows were nominated for the most popular foreign shows at the 2017 Indonesian Television Awards. However, we must care about the impact that foreign broadcasts have. The invasion of foreign broadcasts became dominant and defeated local content (Mosanako, 2015: 211-213). The issue of the emergence of foreign cultural invasion is important to elaborate considering there is a negative side of cultural imperialism which is feared to degrade local broadcasts containing multicultural elements on Indonesian television if this is not controlled (McLuhan, 2008). In this context, the media plays a role in spreading foreign cultural content that invades a country in a dilemma. On the one hand, the media has a positive role in helping to open up public insights regarding the latest global information developments (Jackson, 2016). On the other hand, the media introduces foreign cultural values that can erode traditional values that will eliminate the authenticity of local culture (Gasimov, Tan, Phang, & Sutanto, June 2010).

The proportion of broadcasts with foreign culture and local broadcasts must be balanced on Indonesian television. The government seeks to carry out a control function through multiculturalism communication policies in the Indonesian broadcast media. Press Basic Law No. 40/1999 and Broadcasting Law No. 32/2002, Broadcasting Law No. 32/2002, Government Regulation No. 50/2005 concerning the Implementation of Private Broadcasting Organizations, and the KPI Regulation on Broadcast Program Standards are policies formally issued by the Government of Indonesia in an effort to minimize the occurrence of cultural imperialism that defeats Indonesian local cultural content. The general premise of this policy in relation to Indonesian multicultural communication is to regulate local content which must prioritize socio-cultural elements (Sari, August 2020), and still prioritize the dominance of local content in Indonesian television shows. This paper aims to describe the implementation of multicultural communication on television in Indonesia in terms of the implementation of Indonesian government policies in an effort to control foreign cultural imperialism, as well as the problems with the quality of local and foreign broadcast content broadcast on Indonesian television (Wulandari, 2017; Chuan Lee, et. Al. 2018: 4-6).

The study of k-pop culture from South Korea intersects with the development of contemporary media in Indonesia, it is important to bring it to the academic table (Chan & Xueli, 2011). Indonesian cultural observers have so far paid more attention to traditional or ethnic culture, or the government's version of the 'official' national culture (which is studied in schools), or the 'vanguard' or 'high' culture belonging to national intellectuals (academies, galleries). , or a prestigious performance hall) (Wijaya, 2019).

The invasion of tanyang or broadcast based on press freedom still has to respect the cultural diversity of the local country, press freedom is a democratic form of a country. In Indonesia, the function of the press itself according to Law No. 40 of 1999 concerning the press is contained in article 3 paragraph 1 which contains the press functions as a medium of information, education, entertainment and social control. The four functions of the press will be lame if in fact the four functions of the press are not fully fulfilled. One of the impacts of globalization on media ownership is the occurrence of free competition (free market) in which those who have large capital are increasingly finding it easier to buy small media or local media. Therefore, now the media ownership conglomeration has emerged. The media has become an industrial machine which is quite exciting to reap huge profits. The tendency of people to watch television more is what led to the emergence of private televisions (Karlina, 2014). Television shows or broadcasts are a reflection of press freedom itself based on the values of cultural diversity.

## METHOD

The study used a literature review research type with a qualitative descriptive approach. The study was conducted by collecting data from scientific literature both from observation reports, articles, and bibliographic books related to the condition of the television industry in infotainment through Indonesian television variety show programs (Siyoto & Sodik, 2015: 8). Data analysis was carried out by determining Indonesian cultural variety shows, then identifying information and reading materials regarding variety shows in Indonesia, then classifying variety shows that were affected by foreign culture, then understanding, recording, and reducing them descriptively critically based on television theory and concepts, programs, and variety shows to be able to see the development of variety show programs in Indonesia (Waruwu, 2023).

## RESULTS AND DISCUSSION

### Results

Television is currently a mass media that is very popular among the public, this is because everyone can enjoy television broadcasts for free. Most of the broadcasts presented by private televisions are entertainment, such as talk shows, soap operas and quizzes. This is because television shows that contain elements of entertainment are currently very popular and favored by all circles of society (Jin & Kim, 2015). Even some private television stations have broadcast programs non-stop 24 hours. Starting from spiritual programs, news programs in the morning and evening, followed by cartoons, music, soap operas, variety shows, talk shows and others. This is a package that is enjoyed by all people (Sarfio, Djauharie, & Anggrani, 2017). The 24-hour broadcast program on television is a factor that creates many channels for the public to enjoy, thus creating a disparity.

Uncontrolled disparities have occurred in humans and television (TV). There are so many channels to watch and present or broadcast from time to time, both traditional and international. TV helps us get updated information about what's happening around the world. We can see all the little movements happening around us. We can watch live events such as variety show, sports, economic and political dialogue, and social culture. TV proves that the masses need updating information at all times in every movement of their life. TV is the most common source of information and entertainment for people (Narasimhamurthy, 2014). In several countries, for example Spain, China, Japan, Taiwan, Thailand, and India, making commercial films shooting with famous artists for filming is one of the interesting tourist places to visit (Kim, 2012; Oviedo-García, Castellanos-Verdugo, Trujillo-García, & Mallya, 2016; Kumar, & Dung, 2017). TV helps produce positive information for society without time limits in various fields, namely sports, economics, politics and socio-culture.

Television is a great resource for getting a job, as a career maker, personality, and character reinforcement (Nabi & Riddle, 2008). TV is known as "idiot box" by some but not "idiot box" if we use it as knowledge of science, invention, art, history, economics, socio-culture, and politics. It all depends on the person, how to use and to what extent of use. Without TV we cannot imagine our life because it gives enlightenment information at every moment in life and every movement of society. TV is an excellent source of mass media. The media are a very powerful public source and can meet people's needs. Now, so many TV Channels provide expeditions to the public or members of the public. They try to take recordings of the activities of living things and historical artifacts and broadcast them around the world to meet the demands of society and government.

TV never end, without TV cannot have up-to-date information about what's going on around the world. The problem that arises is that television prevents children from doing their social things or does not spend a lot of time playing outside. Programs or series designed for children often contain violent and adult content and are added with product advertisements that do not match the product. Children get stuck not focusing on their studies because they only watch cartoons, movies, and adult songs instead of watching useful news and science technology. Children spend several hours in front of the television a day.

Television can be a very useful part of building academia. Television programming is used to develop listening, viewing and performing skills. The advantages and disadvantages of television are a) television helps people means that television provides: Knowledge of the outside world, good science, medicine & arts programs, entertainment for the old, language training for foreign speakers; b) Serious Television Disturbance, namely people watching television for 6 hours a day, Children watching TV more than studying and sleeping, TV can affect negative feelings; c) Television causes concentration to decrease, namely children's learning is disturbed, Makes people dissatisfied, Life becomes boring because it is not like what is seen on television; d) Violence Against Screen Affects Children, namely children watching murder shows or films that clearly contain violence and fights; e) People Get addicted to watching television which is the most negative effect of TV- where People are addicted, strong need to watch TV, TV addiction is like drug addiction.

Many studies show that people are more violent after watching certain programs. They can even do the things they see in violent shows. People often feel a strange and strong need to watch television even when other people don't enjoy it. Television screen validation is akin to drug or alcohol addiction. People almost never believe they are addicted (Cha, 2016; Essays, November 2018).

The media is a reflection of society then what the public likes, the media will also present it. In economic law there will be supply if there is demand (Inoua & Smith, 2020). The media and the entertainment industry are always intertwined because the world of entertainment is the most lucrative business because of its profits. Television as an industrial media, of course, puts forward the business side. In the industrial era 4.0, the tendency of the media to put more importance on business is used as an excuse for owners to continue their business (Appel, Grewal, Hadi, & Stephen, 2020). Therefore, until now, infotainment programs are still broadcast because they are still in demand by the public and are the biggest income earner for the media industry (Karlina, 2014; Chang, 2016). The public wants entertaining shows that can also have positive meanings for the characters of all groups, from children to adults, but still prioritize regional cultures with a global perspective. The public expects the media industry to be able to integrate regional cultural values into television shows in Indonesia so that it has an impact on public trust.The public believes that the media industry is able to create positive characters for all groups. Characteristics related to media according to Gerbner's theory are attention to the level of broad-scale institutional practices, broad meanings, and long-term acculturation. It is also naturalistic, namely not manipulating exposure or messages, but instead recognizing patterns of media exposure that are typical of individuals according to regional culture. Characteristics are formed with a systems approach that emphasizes the importance of tracing how media institutional practices shape the meaning of character in the mass production of messages in the form of ethics that are then widely disseminated and thus shape public knowledge and beliefs in the long term (Gerbner, 1969; Potter, 2014). Ethics must be implemented in variety shows.

Ethics are more of a regulation that should be implemented by media workers in making variety shows, which are usually called codes of ethics. Codes of ethics play a role in providing limitations for owners and press workers in making variety shows. Therefore, media broadcasts must be in accordance with the code of ethics that have been implemented. For the public, the presence of infotainment, especially variety shows, is a topic of conversation in everyday communication in society. Artists are safer to talk about (gossip) than talking about other people they know. Gossip is used as an economic commodity for media owners, while for the public it is entertainment.

Variety shows give rise to changes in ethical values that can damage the cultural order of the Indonesian nation as an eastern society that upholds good manners, where talking about disgrace is an interesting thing. If news about disgrace, scandals and negative news carried out by figures or celebrities is not controlled so that their private space becomes public consumption, it is feared that their negative behavior will become an example that is imitated by society and become commonplace (Karlina, 2014). The results of Wilti & Harmonis' research state that there are several variety show and soap opera programs that do

not actually serve the public interest (Wilti & Harmonis, 2022). Ethics will always be an intellectual barrier for television broadcasting, especially variety shows.

The results of Gerbner & Gross research state Cultural Indicators (local culture) as a variety show framework for long-term progress reports of trend studies in television content and to find out more deeply, whether TV will incite or calm society as viewers (Gerbner & Gross, 1976). The environment that supports the most distinctive aspects of human existence is local culture. Character begins with learning, sharing, and acting based on meanings derived from local culture. Local culture is used as a driving force for religion. Local culture shows how to regulate social relations in society by dramatizing its norms and values. The TV media system through variety shows functions to tell stories and make people see it as real and normal and true and in accordance with the social order that has existed since ancient times.

Local culture integrated into TV program events in the form of variety shows, dialogues, news, and music produces a professional message system from a centralized and specialized industry. Professional messages shift from individual crafts to mass production and from traditional and formal media to mass communication media, especially television. New technologies on the TV horizon can enrich voter choices but cannot replace the simultaneous public experience of the common symbolic environment that now binds various communities of all walks of life. Television will likely remain the primary source of symbolic systems in the form of repeated and ritualized message media for a long time, thereby fostering a shared consciousness among a wide, distant and heterogeneous society (Gerbner, 1969; Gurevitch, et. al., 1982: 63-64). Indonesian cultural variety shows raise awareness of maintaining and preserving regional culture. The Indonesian Broadcasting Commission as the TV program supervisor must work together with the community to always remind the media industry to always create variety shows that implement regional culture amidst the onslaught of foreign cultural imperialism from various countries.

## Discussion

Communication is used for more than just conveying information from one person to another. It is often used as a tool to facilitate people's participation in development activities. Such a form of communication is known as development communication (Prasojo & Yuliana, 2021). Everett Rogers argues that communication development refers to the use of communication for further development (Rogers, 1962: 17-18). They can use a communication approach that provides benefits to the community in improving their lives. Development communication has two main roles, namely changing roles, stepping social change towards a hygienic sense of the current generation in a competitive market and the role of socializing by trying to maintain some of the established cultural values of society. The media plays an important role in the development of communication through the circulation of knowledge, provides a forum for discussion on issues, teaches ideas, skills for a better life and creates a consensus base based on demographics for the stability of a country such as in Turkey (Eser, Pinar, Girard, & Isin, 2012).

The early stages of media introduction in India various attempts were made to exploit their potential for development purposes. The history of development communication in India can be traced back to the 1940s when radio broadcasts were carried out in multiple languages to promote development communication through various programs, such as programs for rural listeners, educational programs and family welfare programs. Today television in our country is also used as a medium for social education, a weapon against ignorance and awareness among people, through different programs such as Educational Television (ETV), Countrywide Classroom (CWC), and Teleconferencing. Experiments in satellite technology have been carried out in recent years to bring about social change and development. This has been done in the form of a Satellite Instructional Television Experiment (SITE). Since its inception, development communication has been carried out by all types of media, both traditional and new (Kaul, 2011; Choudury, 2011).

In Indonesia, television is the largest media opportunity to broadcast entertainment in the form of a variety of programs. Entertainment programs such as soap operas, films, infotainment, and reality shows still dominate Indonesian television. Not infrequently, the content of television entertainment shows contains multicultural elements, for example: the comedy Family Minus, Husbands Takut Wife, the children's film series "Adit-Sopo-Jarwo", Adventure Trails which explores the life of tribes in the interior of Indonesia, a talent search arena. which featured participants from various regions in Indonesia. It is not surprising that the television channel that broadcasts this entertainment becomes the idol of viewers. The results of the Kompas R & D survey (2016) of the people of Jakarta show that two out of five respondents choose RCTI, SCTV, and Indosiar as television stations that are watched every day. Entertainment shows with multicultural content are generally broadcast on television stations that are viewers' favorites (Muntadliroh, 2018).

This is also supported by the results of a study using the indicators set by the Indonesian Broadcasting Commission (KPI) in 2019, the results of the analysis of several private television station programs which are examples (Sari, 2019), namely the relevance of a logical theme to the reality of life in society is not qualified because The title used does not pay attention to the rules of Enhanced Spelling (EYD); Material / content does not match the theme; The material / content seems to be shown forced only to attract the attention of the viewer, regardless of logic or not; The clothes they wear also seem to attract viewers' attention without paying attention to the elements of decency, beauty, and appropriateness; There was an opening activity with a dangerous motorbike attraction and using colored smoke, while there were spectators on the side watching, meaning they did not pay attention to conformity to a logical theme and social life; The sentences spoken also seem far from good social manners. Good associations require positive sentences in accordance with Indonesian local wisdom; The analogies used also tend to negatively pay attention to appropriateness; Using foreign languages is not in accordance with the rules of use; The property used does not support the theme being raised so it seems very forced; The name of another person is mentioned in every conversation without the permission of that person violating the code of ethics in accordance with Law Number 19 of

2016 concerning Amendments to Law Number 11 of 2008 concerning Information and Electronic Transactions article 26; and Bring animal properties to life to frighten the cast because the actor is traumatized by the animal.

The relevance of a logical theme with social sensitivity is of no quality because the theme cannot raise the sensitivity of viewers to the pathologies of society that occur in the field. Audience sensitivity can increase good and appropriate program activity. Good event activities are able to play an active role in helping psychological development and human physical growth. The right program activities are able to create peaceful and peaceful community conditions.

This event does not respect diversity so that it is not of quality because it still contains activities that intentionally or unintentionally attack ethnic, race, region, and relgion in the form of direct attacks on individuals, insults and harassment. Before being passed, the event activity plan should invite related stakeholders (e-learning) so that when it is implemented it can minimize negative activities.

This program still contains elements of physical, verbal, and non-verbal violence either intentionally or unintentionally so that it is of no quality. It can be seen that there are still actions and words that are done to insult or degrade human dignity so as to create negative views of viewers or to ignore that it is permissible to do so.

This program still contains pornography, it can be seen from the clothes worn and the body texture shown. All just to attract viewers by taking advantage of the beauty of the female body shape regardless of broadcast time and age of viewers so that we unconsciously impart negative effects.

This event still contains elements of lack of respect for social values and norms in society. Event activities with such a long contract require creativity, innovation, and have multiple intelligences in order to avoid conflicts with social, religious and cultural norms, such as sexual acts outside marriage, abortion, and rape.

This event does not respect certain people and groups through displaying content that harasses and or exploits people, professions and / or groups (body shape, physical condition, sexual orientation, gender identity, elderly, widow / widower status. Autism, people with HIV / disease) AIDS, leprosy, epilypsies, talkative, etc., people with mental problems, this is done only to make the viewer laugh illogically or based on the suffering of others or feel they can win either intentionally or unintentionally.

This program is not filled with mystical, horror and supernatural content, so it does not display pictures or series of pictures and / or sounds that show the world of magic, paranormal, occult, magical spiritual practice, mystical or contact with spirits verbally and / or nonverbally so that it is of quality. Many shows show this because the fans in question can be curious and watch even though there is nothing useful in it. So, the programs that have been carried out on television stations until now, it is clear that the program is only made to increase the rating of the television station without paying attention to the social pathology that was happening at that time and the development of regional culture so that the program is more dominant to entertain without paying attention to ethics and legislation which exists. This causes people to lack critical thinking about an event.

## CONCLUSION

The implementation of the Broadcasting Law as a form of multicultural communication policy is an attempt by the Indonesian government to control foreign cultural imperialism. The government through the Broadcasting Law seeks to protect Indonesian culture and encourage the emergence of multicultural values on Indonesian television. This policy can protect against foreign cultural imperialism or western media where broadcasts that are not in accordance with Indonesian culture will be selected. The Indonesian Broadcasting Law faces the challenges of media capitalism and western cultural imperialism. Therefore, the Indonesian Broadcasting Commission (KPI) and all levels of society need to work together and coordinate to maintain the multicultural values of each region through television media so as not to be eroded by foreign cultures through socialization and broadcasting of sustainable television programs and reaching remote villages according to Indonesian demographics.

## ACKNOWLEDGMENTS

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