

BROADCAST MONITORING AND COMMUNITY INVOLVEMENT IN KPID NTB PROGRAM IN WEST LOMBOK

Yusron Saudi^{1*}, Endang Rahmawati², Fathurrijal³ & Badlihisham Bin Mohd Nasir⁴

^{1,2,3}Universitas Muhammadiyah Mataram, Indonesia

⁴Universiti Teknologi Malaysia, Malaysia

*yusron.saudi@gmail.com

Abstract

Monitoring of broadcasting content by various parties includes public awareness and participation to create a positive broadcasting atmosphere in Indonesia. This research uses a qualitative method that focuses on the Environmental Care Program by KPID NTB in Banyumulek Village, West Lombok. The results showed that KPID NTB succeeded in building public awareness and participation in monitoring broadcast content through media literacy activities in the Desa Peduli Penyiaran program. This is reflected in two indicators, namely the creation of effective communication between the community and various parties and the increasing number of complaint desks that enter KPID NTB.

Keywords: *Broadcasting, Monitoring, Participatory, Community, KPID NTB.*

Abstrak

Pengawasan isi penyiaran oleh berbagai pihak termasuk kesadaran dan partisipasi masyarakat untuk menciptakan atmosfir penyiaran yang positif di Indonesia. Penelitian ini menggunakan metode kualitatif yang fokus terhadap Program Peduli Lingkungan oleh KPID NTB di Desa Banyumulek, Lombok Barat. Hasil penelitian bahwa KPID NTB berhasil membangun kesadaran dan partisipasi masyarakat dalam melakukan pengawasan isi siaran melalui kegiatan literasi media pada program Desa Peduli Penyiaran. Hal ini tercermin dalam dua indikator yaitu terciptanya komunikasi yang efektif antara masyarakat dan berbagai pihak dan meningkatnya jumlah desk aduan yang masuk ke KPID NTB.

Kata Kunci: *Penyiaran, Pengawasan, Partisipatif, Masyarakat, KPID NTB.*



Lisensi

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A. INTRODUCTION

Community participatory broadcast content monitoring through the Broadcasting Care Village program of the Regional Indonesian Broadcasting Commission (KPID) of West Nusa Tenggara (NTB) Province in Banyumulek Tourism Village, Kediri District, West Lombok, is very important in the context of developing a broadcasting care village. This research aims to understand how the community is involved in monitoring broadcast content and how the Desa Peduli Penyiaran program initiated by the Regional Broadcasting Commission of West Nusa Tenggara Province (KPID) can increase community participation in the context of monitoring broadcast content at the local level.

First, it is important to note that community participation in the development of tourism villages is often passive, where communities are only involved in economic aspects without actively contributing to decision-making.¹ This suggests the need for a more inclusive approach in programs that involve the community, including in the monitoring of broadcast content. Research in Menggoro Village also shows that halal tourism potential can be optimized through active community participation.² This suggests that broadcast content monitoring involving the community can serve as a tool to empower them and improve the local economy.

The Regional Indonesian Broadcasting Commission (KPID), as a broadcasting supervisory body at the provincial level, has an important role in ensuring that broadcast content complies with existing regulations. Previous research conducted by Rolando³ and Susetyo⁴ at KPID Lampung suggests that the presence of KPID at the regional level confirms that this independent

¹ Putra, D. (2020). Pengembangan Desa Wisata Carangsari Dan Partisipasi Masyarakat Lokal. *Jurnal Masyarakat Dan Budaya*, 22(2), 1-15.

² Waluyo, W., Nurohman, Y., Safitri, L., & Qurniawati, R. (2022). Potensi Pengembangan Wisata Halal Di Wisata Religi Desa Menggoro Untuk Menunjang Ekonomi Kerakyatan. *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, 13(2), 171-179.

³ Rolando, D. (2021). KPID Provinsi Lampung Dalam Memperkuat Sistem Pengawasan Lembaga Penyiaran. *Komsopol*, 1(1), 34-43.

⁴ Susetyo, S., Ikram, I., Mulyaningsih, H., Raidar, U., Benjamin, B., & Ratnasari, Y. (2019). Peran Komisi Penyiaran Daerah (KPID) Provinsi Lampung Dalam Pengawasan Lembaga Penyiaran Di Provinsi Lampung. *Sosiologi Jurnal Ilmiah Kajian Ilmu Sosial Dan Budaya*, 21(2), 97-109.

institution functions to oversee broadcast content and licensing, which are two important aspects of broadcast media monitoring.

Therefore, the KPID of NTB Province can take lessons from the experience of KPIDs in other regions to improve the effectiveness of village-based broadcast content monitoring, as has been done in Banyumulek Kediri Tourism Village, West Lombok. This research also shows that the community participatory broadcast content monitoring program conducted directly by KPID NTB, in principle, can help detect violations and improve the quality of broadcast media.⁵

In the context of this research, KPID NTB's Desa Peduli Penyiaran program can serve as a platform to raise community awareness about the importance of broadcast content monitoring and provide them with the capacity to actively participate. This is in line with previous research showing that community participation in tourism village development can improve social, cultural and regional resilience.⁶ Desa peduli penyiaran program initiated by the NTB Regional Indonesian Broadcasting Commission is a movement that aims to bring the benefits of broadcasting evenly and inclusively to all villages in Indonesia, especially villages in NTB Province.⁷

In addition to Banyumulek Village as the pilot project of the Desa Peduli Penyiaran program in NTB Province, there are actually 170 villages in NTB Province also involved in the program. Therefore, the research conducted in Banyumulek Village shows that there are shortcomings in tourism facilities that can affect community participation.⁸ The development of infrastructure and facilities that support community participation in monitoring broadcast content is a priority program of KPID NTB.

⁵ Mairita, D., Tazri, M., & Sumayah, S. (2021). Pola Kebijakan KPID Wilayah Riau Dalam Mengawasi Digitalisasi Penyiaran. *Syntax Idea*, 3(7), 1565-1575.

⁶ Andayani, A., Martono, E., & Muhamad, M. (2017). Pemberdayaan Masyarakat Melalui Pengembangan Desa Wisata Dan Implikasinya Terhadap Ketahanan Sosial Budaya Wilayah (Studi Di Desa Wisata Penglipuran Bali). *Jurnal Ketahanan Nasional*, 23(1).

⁷ <http://Matalensanusanantara.Com/2023/06/19/Hadiri-Sosialisasi-Desa-Peduli-Penyiaran-Ini-Pesan-Gubernur-Bang-Zul/>, n.d.

⁸ Permadi, L. (2022). Identifikasi Faktor-Faktor Penentu Strategi Pemasaran Desa Wisata Banyumulek. *JMM Unram - Master of Management Journal*, 11(4), 331-345.

The results of this study show that effective communication takes place between KPID, the community and various parties related to the active participation of the community in monitoring broadcast content. In addition, this research confirms that the number of complaints submitted to KPID NTB has increased quite a lot, this is because the people of Banyumulek Tourism Village have successfully obtained enlightenment, education, and meaningful information, which contributes to increasing public awareness of broadcasting and media in general.

B. RESEARCH METHOD

The study uses a qualitative approach with data collection techniques that include interviews with key informants, such as the Chairman of the NTB Province Regional Indonesian Broadcasting Commission, the Head of Banyumulek Tourism Village, and local communities involved in the program. The interviews aimed to explore the experiences and perceptions of the Banyumulek tourism village community towards the Desa Peduli Penyiaran program, as well as to understand how they contribute to the monitoring of broadcast content.⁹

In addition to interviews, the research team also conducted participatory observations, this method is used to directly observe community activities in monitoring and empowerment through broadcasting media, which can provide deeper insights into the social dynamics that occur in the field.¹⁰

Then the research team also used broadcast content analysis techniques, this technique is used to evaluate the extent to which the content broadcast by broadcasters meets the needs and interests of rural communities. Content analysis can help identify violations and improve the quality of broadcasts presented to the public.¹¹

⁹ Azhari, W. (2023). Strategi Komunikasi Selaparang TV Dalam Menyebarkan Informasi Dakwah Di Era Digital. *Qauluna*, 1(2), 77-90.

¹⁰ Putra, D. (2020). Pengembangan Desa Wisata Carangsari Dan Partisipasi Masyarakat Lokal. *Jurnal Masyarakat Dan Budaya*, 22(2), 1-15.

¹¹ Kurniawan, V. and Naldi, H. (2020). Pemberitaan TV One Dan Metro TV Dalam Pilpres 2014. *Jurnal Kronologi*, 1(2), 70-94.

Using this content analysis approach, this study aims to identify patterns and themes that emerge from the community's experience of the program, so as to provide a clearer picture of the impact of the Desa peduli Broadcast program in raising community awareness of the importance of responsible broadcasting.¹²

C. RESULTS AND DISCUSSION

Participatory Monitoring of the Desa Peduli Penyiaran Program

Participatory monitoring through the Desa Peduli Penyiaran (Village Care for Broadcasting) program initiated by KPID NTB aims to create effective communication between village governments, communities and broadcasters. In this context, effective communication is essential to ensure that all parties are involved in the process of monitoring broadcast content, thereby creating a deep understanding and strong relationships between communities and broadcasters. Effective communication encompasses a range of elements, including active listening, body language, understanding context, speaking skills and the use of appropriate questions.

In implementing the Desa Peduli Penyiaran program, KPID NTB seeks to involve communities and village governments in monitoring broadcast content. This is in line with research showing that participatory monitoring can increase public awareness of the importance of their active role in maintaining broadcast quality. By involving communities in monitoring, the program not only aims to ensure that broadcasts are appropriate and useful, but also to empower communities to select and sort out information that is relevant to their needs.

KPID NTB also realizes that the development of communication and information technology requires them to be more responsive to changes that occur. With digital technology, information can be disseminated quickly, so monitoring of broadcast content becomes increasingly important to maintain the integrity and relevance of broadcasted content. Through the Desa Peduli

¹² Nuraini, N. (2023). Inventarisasi Sebagai Upaya Pengelolaan Sarana Dan Prasarana Sekolah. *Jurnal Ilmu Multidisplin*, 1(4), 926-930.

Penyiaran program, KPID NTB tries to create an effective communication channel between the community and broadcasting institutions, as well as provide an understanding of the broadcasting code of conduct and broadcast program standards (P3SPS) to the community.

In order to create effective communication, KPID NTB conducts various activities that involve village governments and communities in monitoring broadcast operations. Research shows that community participation in monitoring can strengthen the quality of democracy and transparency in the broadcasting process. Thus, the Desa Peduli Penyiaran program is expected to create a conducive environment for communities to play an active role in monitoring broadcast content, as well as maintaining order and harmony in community life.

Overall, participatory monitoring through Desa Peduli Penyiaran program according to Ajeng Roslinda Motimori (Chairperson of KPID NTB Province, 2022-2024 period) not only serves as a control mechanism for broadcast content, but also as a means to build effective communication between KPID as an independent institution, community, village government, and broadcasting institutions.¹³ This, in line with research by Susetyo is essential to ensure that broadcasts are in line with the values and needs of the community, as well as to increase public awareness and participation in the process of responsible broadcasting.¹⁴

In the context of KPID NTB in building a broadcasting-caring village and creating effective communication strategies in launching the broadcasting-caring village program with the aims and objectives in order to create communities and village governments to conduct participatory monitoring in choosing good and healthy broadcasts, communities can carry out participatory monitoring functions, village governments can facilitate public complaints related to

¹³ Ajeng Roslinda Motimori, *Interview*, (July 25, 2024)

¹⁴ Susetyo, S., Ikram, I., Mulyaningsih, H., Raidar, U., Benjamin, B., & Ratnasari, Y. (2019). Peran Komisi Penyiaran Daerah (KPID) Provinsi Lampung Dalam Pengawasan Lembaga Penyiaran Di Provinsi Lampung. *Sosiologi Jurnal Ilmiah Kajian Ilmu Sosial Dan Budaya*, 21(2), 97-109. <https://doi.org/10.23960/sosiologi.v21i2.40>.

broadcast content violations, villagers can know the broadcasting behavior guidelines and broadcast program standards (P3SPS) and villagers can know how to sort out good and healthy broadcast programs.

Ajeng Roslinda Motimori (KPID NTB) mentioned that the involvement of village government and community through village broadcasting awareness program is very necessary to maintain the orderly life of the community. Broadcasting awareness village program is implemented by involving village government and community in monitoring broadcasting operations conducted by broadcasting institutions.¹⁵

KPID NTB's Broadcast Content Monitoring Complaint Desk

In an effort to create a structure of public awareness in the media, KPID NTB (West Nusa Tenggara Regional Indonesian Broadcasting Commission) strengthens the role of the Broadcast Content Monitoring Complaint Desk as one of the important steps in improving broadcast quality in the NTB region. The main function of this complaint desk is to provide a space for the public to submit complaints or input related to broadcast content that they consider not in accordance with norms or public interests. This is very important to ensure that broadcasting by broadcasters in NTB is based on principles that are in accordance with broadcasting laws and journalistic ethics.

In strengthening the role of the complaint desk, KPID NTB introduced several important criteria that must be considered by the public in making complaints about broadcast content. The criteria aim to keep the complaints received relevant, constructive, and can be followed up by the authorities. Some of the criteria include:

First, Broadcast Content that Violates Laws and Regulations: The public can file a complaint if they find broadcasts that violate applicable legal provisions, such as broadcasts that contain hate speech, pornography, discrimination, or content that harms certain groups. This includes violations of Law No. 32/2002 on Broadcasting and other relevant guidelines. *Second*,

¹⁵ Ajeng Roslinda Motimori, *Interview*, (July 25, 2024)

Incompatibility with Local Community Values: The public can report broadcasts that are deemed incompatible with the prevailing cultural or social values in the local area. Given the cultural diversity in NTB, it is important that broadcasts do not undermine local wisdom or cultural identity. *Third*, Violation of KPI Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS): Every broadcaster is expected to comply with the standards set by KPID NTB. Complaints can be received if a broadcast does not meet broadcast quality standards, such as inaccurate information presentation, misuse of broadcast time, or discrepancies in the format of the broadcast program. *Fourth*, Public Interest and Community Empowerment: Complaints can also be filed against broadcasts that do not reflect the public interest or that do not have a positive impact on community empowerment, especially in the context of the media's supposed role in community education, empowerment and participation.

With this Broadcast Content Monitoring Complaint Desk, KPID NTB seeks to build a more responsive relationship with the public in monitoring broadcast content. This is expected to increase public awareness of the importance of media as a tool of information and empowerment that can be accessed and controlled by the public. In addition, strengthening the complaint desk can also improve the quality of broadcasts that are more transparent and responsible in accordance with the expectations of the people of NTB.¹⁶

Based on information from Ajeng Roslinda Motimori, the existence of the Complaints Desk is also supported by various studies that show that public participation in media monitoring plays a major role in creating quality and trustworthy media. In the Indonesian context, KPID's role as a broadcasting supervisor is crucial in ensuring that broadcasting media not only functions as a source of entertainment, but also as an educational and empowerment tool that has a positive impact on society.

In managing the Complaint Desk, KPID NTB provides the following procedure: The implementation of broadcasting has implications for the social,

¹⁶ Ajeng Roslinda Motimori, *Interview*, (July 25, 2024)

economic, cultural and religious life of the community. Therefore, the Village Government and the Community should supervise the organization.

If the monitoring of broadcasting shows violations in broadcast programs conducted by broadcast institutions, the Village Government submits a complaint to KPID. The community in conducting monitoring finds violations, informs the Village Government to make a complaint to KPID.

Complaints against violations of broadcasting operations by Broadcasting Institutions can be made through: Come directly to the KPID NTB office to submit complaints, KPID website (*kpid.ntbprov.go.id*), e-mail; *kpid@ntbprov.go.id*. and/or, social media (*facebook official kpid ntb, instagram, sms, WhatsApp*). Reports on inappropriate broadcasts or shows should be submitted to KPID NTB by stating: Event Name, Name of TV Station/Radio Station, Broadcast time and date, content of complaint.

Broadcasting Awareness Village As Media Literacy Tool

Desa Peduli Penyiaran initiated by the Regional Indonesian Broadcasting Commission (KPID) of NTB Province, is not an incidental program, but a sustainable program, in which media literacy activities are embedded involving all components and elements of society in the village, including the community of Banyumulek Tourism Village, as a partner village of KPID NTB Province for the Desa Peduli Penyiaran program.

Media literacy is the key to answering these questions. The ability to understand, analyze, evaluate and create media is an essential foundation for actively participating in modern society. However, the importance of media literacy is not limited to the individual level. Its impact permeates the broader social and ethical aspects of society.¹⁷

Restianty mentioned that media literacy can influence social awareness and promote ethics in media production and consumption. With a deeper understanding of the important role of media literacy, we can build a smarter,

¹⁷ Wahidin, U. "Implementasi Literasi Media Dalam Proses Pembelajaran Pendidikan Agama Islam Dan Budi Pekerti", *Edukasi Islami: Jurnal Pendidikan*, 2018.

more caring and responsible society in this dynamic information age. The researcher seeks to explore why media literacy is a skill that cannot be ignored in the digital age and how mastering it can have a positive impact on our society and ethics. We will look at how media literacy can help us understand information better, prevent the spread of disinformation, increase democratic participation and encourage healthier dialogue. In addition, we will explore how media literacy influences social awareness and promotes ethics in media production and consumption. With a deeper understanding of the important role of media literacy, we can build a more intelligent, caring and responsible society in this dynamic information age.¹⁸

One of the key benefits of media literacy is the ability to understand information better. In an era where news and information can spread quickly through various platforms, we are often faced with the difficult task of distinguishing between accurate news and false information. Media literacy equips us with the necessary tools to critically evaluate information sources, check their validity, and identify potential biases.¹⁹

Media literacy also plays an important role in inhibiting the spread of disinformation. With increased awareness of the potential dangers posed by false information, individuals trained in media literacy are more likely to verify before sharing information with others. This means they act as a first line of defense against the epidemic of false information that can damage reputations, create confusion, and even influence public policy.²⁰

Media literacy is an important tool in enhancing democratic participation. Citizens who have a better understanding of the media tend to be better able to understand complex political issues, analyze multiple perspectives, and wisely vote in elections. The ability to access and evaluate political information is central

¹⁸ Restianty, A. (2018). 'Literasi Digital, Sebuah Tantangan Baru Dalam Literasi Media'. *Gunahumas*, <https://ejournal.upi.edu/index.php/gunahumas/article/view/28380>.

¹⁹ Purwaningtyas, F. (2018). Literasi Informasi Dan Literasi Media. *Iqra': Jurnal Perpustakaan Dan Informasi*. <http://repository.uinsu.ac.id/id/eprint/3909>.

²⁰ Hidayat, F. P. and F. H. Lubis, 'Literasi Media Dalam Menangkal Radikalisme Pada Siswa', *Jurnal Interaksi: Jurnal Ilmu Komunikasi*, 2021.

to a healthy democratic process, and media literacy acts as a catalyst in this process.²¹

In addition, media literacy also promotes healthier dialog in society. Individuals trained in media literacy are able to distinguish between arguments that are based on facts and those that are not. They can appreciate different perspectives without falling into extreme polarization, creating space for productive discussions and the building of shared understanding. Building media literacy is not only about protecting oneself from false information, but also about raising social awareness. Individuals who are skilled in media literacy are more likely to be sensitive to social issues such as inequality, discrimination and climate change. They can utilize the media as a platform to promote these issues and contribute to positive changes in society.²²

Media literacy also plays a role in reducing violence and harassment in the media. With a better understanding of representations in the media, individuals can be more critical of harmful or discriminatory content. They will be better able to identify and denounce content that promotes violence, harassment or harmful stereotypes.²³

Media literacy activities conducted by KPID NTB Province through the Desa Peduli Penyiaran program are not only about protecting the public and themselves from false information, but also about increasing social awareness. Individuals who are skilled in media literacy are more likely to be sensitive to social issues such as inequality, discrimination, and climate change. Communities can utilize the media as a *platform* to promote a wide range of issues related to positive change in society. "The point is that this media literacy activity through the broadcasting village program is intended to make the community more familiar with the media and the information it provides".²⁴

²¹ Limilia, P. and N. Aristi, 'Literasi Media dan Digital di Indonesia: Sebuah Tinjauan Sistematis', *Komunikatif: Jurnal Ilmiah Komunikasi*, 2019.

²² Kurniawati, J. and S. Baroroh, 'Literasi Media Digital Mahasiswa Universitas Muhammadiyah Bengkulu'. *Jurnal Komunikator*, 2016.

²³ Iriantara, Y. and R. K. Soenendar, *Literasi Media: Apa, Mengapa, Bagaimana*. Senayan: IAIN-Palangkaraya.ac.id, 2009.

²⁴ Ajeng Roslinda Motimori, *Interview*, (July 25, 2024)

Finally, media literacy includes an understanding of ethics in media production. This includes respect for privacy rights, fairness and integrity in journalism and other content production. People who are media literate will be more likely to produce ethical content and support moral principles in the media world.²⁵

In an increasingly connected and media-exposed context, building media literacy is not an option, but a necessity. Through concerted efforts in improving our understanding of media literacy, we can help society to overcome the complex social and ethical challenges of this information age. With strong skills in media literacy, we can become smarter, more aware and responsible agents of change in a world full of abundant information.²⁶

In Pahrurrozi's view, media literacy must also consider ethics and dialog as a form of relational communication that forms a system and internal and external dialectics. In the system, human communication is a symptom that almost always involves humans. As communication actors, both in their roles as communicators and communicants, humans are value-laden figures. The values embraced by humans can come from culture, tradition, social norms prevailing in society, or even religion and belief. This value background then influences the perception factor when someone interprets the symbols received as well as formulates the message to be conveyed. Therefore, messages in communication are always value-laden and require a systematic system. On the other hand, dialogue ethics emphasizes internal and external dialectics. Access to humanitarian dialogue in religious and humanitarian conflicts emphasizes social balance, which is a condition that must be met so that a society can function properly, in the sense that social balance or social equilibrium is a situation in which all major social institutions function and support each other.²⁷

²⁵ Gumilar, G. (2017). *Literasi Media: Cerdas Menggunakan Media Sosial Dalam Menanggulangi Berita Palsu (Hoax) Oleh Siswa SMA*. Jurnal Pengabdian Kepada Masyarakat. Jurnal.unpad.ac.id.

²⁶ Ainiyah, N. 'Membangun Penguatan Budaya Literasi Media Dan Informasi Dalam Dunia Pendidikan', *Jurnal Pendidikan Islam Indonesia*, 2017, <https://ojs.pps-ibrahimy.ac.id/index.php/jpii/article/view/63>.

²⁷ Pahrurrozi, (2014). Konflik Agama dan Etika Dialog: Membaca Dialog Kemanusiaan Dalam Bingkai Sosiologi Komunikasi. *Jurnal Tasamuh* (Vol. 12. No. 1).

The Regional Indonesian Broadcasting Commission (KPID) of NTB Province has tried to build a media-smart public awareness structure. There are several strategies that have been carried out by KPID NTB Province in socializing the wise selection of broadcast media content, namely building awareness, preventing disinformation, reducing stress, developing insight, verifying information sources, diversifying sources, determining selection criteria, using content filters, considering emotional impact. Choose the right time, Increase knowledge, Emotional well-being, Positive influence, Personal growth.

Choosing Broadcast Content Wisely

In the era of digital information full of unlimited content, the ability to choose broadcast content wisely is a key skill that has always been the basis of KPID NTB in building media literacy in NTB and the communication strategy of building a broadcasting awareness village in Banyumulek Kediri Tourism Village, West Lombok. In this globally connected world, we have unlimited access to news, entertainment and information from various sources. However, with this freedom comes the responsibility to sort through the content we will consume.²⁸

The concrete steps taken by KPID NTB Province in the eyes of experts can be referred to as a joint effort or effort to improve the ability of the community to understand, analyze, evaluate, and actively participate in monitoring media content. Media literacy is not only limited to the individual level. Its impact blends into various social and ethical aspects of society more broadly.²⁹

The strategy of KPID NTB in socializing the wise selection of broadcast content is: Build awareness, Prevent disinformation, Reduce stress, Develop insight, Verify information sources, Diversify sources, Define selection criteria,

²⁸ Ana,S. A. 'Bijak Dalam Bermedia Sosial (Analisis Semiotik Roland Barthes Akun Instagram@Lambe_turah), eprints.uinsaizu.ac.id, 2023.

²⁹ Wahidin, U. (2018). Implementasi Literasi Media Dalam Proses Pembelajaran Agama Islam dan Budi Pekerti. *Jurnal Edukasi Islami: Jurnal Pendidikan*.

Use content filters, Consider emotional impact. Choose the right time, Increased knowledge, Emotional well-being, Positive influence, Personal growth.³⁰

Choosing broadcast content wisely is an important skill in the age of digital information. It not only helps us to filter incoming information, but also affects our emotional well-being, personal growth, and positive influence in society. With the right strategies and awareness of its impact, we can make wiser choices in selecting the content we consume and how we interact with the vast world of information.³¹

D. CONCLUSION

The *Desa Peduli Penyiaran* program has succeeded in building public awareness in monitoring the content of broadcast media, especially in Banyumulek Tourism Village, Kediri, West Lombok. Through the media literacy approach, effective communication occurs between the community and various related parties, as well as increasing community participation in monitoring broadcast content through complaints received by KPID NTB. The success of this program is reflected in the increasing number of complaint desks, which shows that the Banyumulek community is now more sensitive and critical of the existing broadcast media. It is hoped that this program can be implemented more widely in other areas to expand its positive impact in increasing media awareness among the community.

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³⁰ Abdullah, A. and D. I. Kahina, 'Etika Komunikasi Islam Dalam Media Sosial', *Jurnal Dakwah dan Komunikasi*, 2022.

³¹ Fabriar, S. R. (2014). *Etika Media Massa Era Global*. An-Nida: Jurnal Komunikasi Islam. <http://ejournal.unisnu.ac.id/JKIN/article/view/174>.

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