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Local Content-Based Broadcasting Model in North Sumatra Province

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ABSTRACT

Local content is an important topic in broadcasting in Indonesia. Regulations from the Indonesian Broadcasting Commission (KPI) stipulate that broadcasting (television and radio) must contain 10% local content from the total program. In reality, media that functions to socialize various values do not apply broadcasting regulations. North Sumatra Province has Batak, Mandailing, and Javanese cultures among others. North Sumatra Province has local broadcasting media that actively present local content such as in Medan and Simalungun. Efarina TV is one of the local televisions in North Sumatra Province. This study attempts to find the best local content-based broadcasting model. This study uses a mixed method, combining quantitative and qualitative approaches. Data collection techniques using questionnaires to 400 respondents and in-depth interviews with the North Sumatra Regional Indonesian Broadcasting Commission, public television actors, radio industry actors and local television actors. The results of the study indicate that the local broadcasting model for television must meet the elements of local material including: local news, local entertainment in the form of songs and dances, local tourism/travel, local culinary, local figure interviews, films, dramas, soap operas that highlight the lives of people. Local content-based radio must meet the elements of local material including: local news, local entertainment in the form of songs, listener-choice that prioritize the interests of radio listeners, local figure interviews, and advertising according to the needs of the local community.

Keywords: *Broadcasting models, media, local content, television, radio.*

INTRODUCTION

Local content is an important aspect that needs attention amidst the globalization process. Local content becomes a distinctive identity marker of a region, where the wider public can get information about various news events and culture of the region. Local content contains various events, culture, politics, economy, entertainment that originate from one region/area. The phenomenon in broadcasting institutions in North Sumatra Province shows that there are still many broadcasting institutions, especially commercial television broadcasting institutions, that ignore the application of local content. Broadcasting functions to socialize various values. At one time, society was worried that they would prefer foreign over local culture. The research results by the North Sumatra Regional Indonesian Broadcasting Commission of North Sumatra and the Faculty of Social and Political Sciences, University of North Sumatra show that private or commercial television broadcasting institutions have not fully implemented the local content portion of 10%, even though there is local content that airs at midnight such as 24.00 or in the morning at 05.00 Western Indonesian Time. This time is when people are resting and not watching television. The quality of the broadcasts is not adequate and is often broadcast repeatedly (Harahap et al., 2018).

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However, on the other hand, in public television broadcasting institutions such as local television and local commercial radio, local content becomes a powerful weapon in an effort to reach its audience. Many television programs raise issues of culture, tourism, sports, weather forecasts, which are related to a region. The delivery of the message sometimes uses the local language to feel closer to the audience. Local content produce broadcasting institutions must be related to a region or area. All materials produced and related to business or community agendas of a region are included in it.

The definition of localism refers to things that are characteristic. This is usually opposed to globalization because it reaffirms boundaries. The definition of local content contains meaning with all forms of community expression and communication that originate, are owned, are the result of the experience and knowledge of the community and are relevant to the conditions of the community. Meanwhile, local content is a program produced under the control of a country's national creative institution (Sitepu, Harahap, & Hanim, 2018). Local content includes all materials produced, occurring or related to a region, as well as materials related to or influencing people, organizations, events or issues in the region. Examples of local content include news about the region, regional sports, weather forecasts for a particular region, and matters related to business or community agendas in a region. The issue of local content has also received attention in various countries. Because local content is still the choice for television viewers. However, research results show that 23% of respondents stated that the last time they watched local television was 2-3 years ago. Meanwhile, 11% of respondents stated that the last time they watched local television was 5-7 years ago. There are 5% of respondents who stated that they have rarely and have not watched local television for more than 10 years (Cintana, 2024). The results of another survey, the percentage of watching local television in Medan City is 7% which is a very small number for a large area (Harahap, et al., 2018). The results of the study showed that local television station viewers have decreased over time. This happened as an impact of the development of media technology with the presence of new media. Local television competes with online media which provides a variety of more interesting, creative and innovative entertainment.

North Sumatra Province has a variety of local cultures such as Batak Toba, Mandailing, Dairi, Phak-Phak Barat, Karo, Javanese, Malay, and Nias cultures. North Sumatra Province has local broadcasting, both television and radio. Local television media such as Efarina TV have a market audience in the Simalungun area, who are interested in using local media. The culture in North Sumatra Province has the potential to improve broadcasting of the culture itself. Local media should package local content with audio and visual, produced by local human resources and with meaningful content. This content must be broadcast according to the needs and desires of the community and will also help increase the ratings of local broadcasting.

Based on data on the frequency of watching local content on local television stations in North Sumatra Province, 28% of respondents watch 1-2 days a week, 20.3% of respondents' watch every day and 15.5% of respondents watch 3-4 days a week (Mazdalifah & Sitepu, 2015). The data shows that there are still many local content enthusiasts in North Sumatra Province. This shows that local content has the opportunity to develop like commercial media, both television and radio. Local content that is not continuously developed following trends in its packaging will cause local content to disappear. The presence of local content is an important strategy to maintain local events and culture even though it is not handled with the resources of the region. However, local content must compete with other broadcasting institutions. This is very unfortunate if it is not taken seriously. Broadcasting institutions are the messengers of an event that is accurate in the changes and developments of the region. Regions and local

content need each other to build, inform and help what exists. Only the presentation of television and radio broadcasting media is packaged well.

Broadcasting has objectives based on the principle of diversity and diversity of ownership. It is difficult to improve information services based on these principles because they have limited funds and human resources which make local content broadcasting less than optimal. The implementation of the local content concept still needs to be arranged to be ideal with the potential of local television and radio broadcasting in North Sumatra Province. Therefore, the study created a model of local content-based media broadcasting in North Sumatra Province based on the results of the study.

LITERATURE REVIEW

Broadcasting Regulation Model

According to McQuail, the governance model of a country is divided into five broadcasting regulation models, namely the Authoritarian Model, the Communist Model, the Western-Paternalistic Model, the Western-Liberal Model and the Democratic-Participant Model (Trianto, 2021). In practice, the five principles of broadcasting regulation are applied in various ways depending on the form of broadcasting model in a country. The United States is relatively liberal, for example, the role of the private sector is greater than the state. The steering role of the government system is still widely practiced in European countries. Meanwhile, in authoritarian-communist countries, the rulers are fully in control.

In the current democratic climate, one of the urgencies underlying the drafting of broadcasting regulations is the human right to freedom of speech, which guarantees a person's freedom to obtain and disseminate their opinions without intervention. The regulation on local content is stated in Law No. 22 of 2002, concerning broadcasting in Article 3 which reads: “The broadcast content of television broadcasting services organized by private broadcasting institutions and public broadcasting institutions must contain at least 60% of the programs originating from within the country, more clearly stated in chapter XII Article 52 that 30% of the local broadcasts must be broadcast during prime time at local time.”

The regulation of local content in Indonesian broadcasting media aims to realize diversity of content and the availability of diverse information for the public both based on the type and the content of the program. Diversity of ownership is a guarantee that the ownership of mass media in Indonesia is not centralized and monopolized by a handful of people or institutions.

Content Local

The definition of local content is contained in Article 1 No.15 of the Broadcasting Behavior Guidelines for Broadcast Program Standards (P3SPS) which states: "Local programs are broadcast programs with local content that include journalistic broadcast programs, factual broadcast programs, and non-factual broadcast programs in order to develop local potential and are worked on and produced by local resources and broadcasting institutions". The local content stated in the article is also contained in the Broadcasting Behavior Guidelines (P3) Chapter XXV Article 46 concerning Local Broadcasts in the Network Station System which states: "Broadcasting institutions in a networked broadcast system are required to broadcast local programs". Broadcasting content about the region has rules, namely, fair, impartial and independent. The implementation of local content must be realistic, effective and efficient and takes into account the potential for its development in accordance with the local strength of production (Juditha, 2015). Local content can be developed potentially by including journalistic

broadcasts, factual programs and non-factual programs (Setiyaningsih, 2016).

Digital Transformation in Local Content

According to Vial digital transformation advances by using change that has a positive impact on character, quality or substance by combining information, computers and technology, this digital transformation has a positive impact on all aspects of life. According to Stich, Zeller, Hicking and Kraut digital transformation has three indicators - resources, cultural information systems and organizational structures (Riduan & Firdaus, 2024).

The digitalization era creates new innovations. Changes that occur in society are significant, such as changes in mass media content. Content that appears in mass media can be found on any device. Digital transformation plays an important role in the creative economy sector where new opportunities for creative economy actors and broadcast to expand content creativity, especially local content. This is an opportunity to develop local content for television and radio broadcast.

The presence of digital transformation has an impact on local content such as high local content reach, varied local content distribution, strong collaboration in expanding local content, changes in audience consumption of local content, posing challenges to conventional local content and the quality of local content connoisseurs. This is supported by the research of Da Costa et al. (2022) that the impact of digital transformation that occurs in the media industry is that media audiences increase because media content lovers grow significantly; audiences do not seek content, but instead; audiences allow themselves to be influenced and their decisions can be changed depending on other people's comments. Digital transformation provides economical price facilities that result in greater satisfaction for the audience. Data on the number of media audiences reached 100 million viewers throughout Indonesia with the widest reach on television stations RCTI (120 million), SCTV (119 million) and Indosiar (118 million). This number shows a media audience that has increased significantly and grown rapidly (Armando, 2011).

METHODOLOGY

The research uses a mixed method, which combines quantitative and qualitative research. The quantitative approach involves distributing questionnaires and the qualitative approach involves conducting in-depth interviews. For the quantitative research, sample size was obtained using the polling method, with the following formula (Eriyanto, 1999):

$$N = (p \times q) \cdot \frac{Z^2}{E^2}$$

$$N = (0{,}25) \cdot \frac{1{,}96^2}{0{,}05^2} = 384$$

Based on the calculation, 384 respondents were needed to produce proportional results. The researcher rounded the sample to 400 respondents. The data collection technique used a survey containing various closed and open questions submitted to 400 respondents, with details of 200 people from Medan City and 200 people from Simalungun Regency. In-depth interviews were conducted with four selected key informants based on research criteria - being involved in media broadcasting, understanding local content and being involved in the production of local content in broadcast. The selected informants consisted of the Regional Indonesian Broadcasting Commission, Public Television Managers, Local Television Managers and Local

Radio Managers. The results of data collection are presented in a single table to describe respondents' opinions on the local content-based media broadcast model and combined with the interview results.

RESULT AND DISCUSSION

The questionnaire was distributed in Simalungun Regency and Medan City, North Sumatra Province, Indonesia. Data collection was obtained from the distribution of 400 questionnaires through Google Forms. Questions given on television broadcast covered regional news, regional entertainment, regional tourism/travel, regional culinary, interviews with figures, films, dramas and regional soap operas. Radio broadcast programs covered regional news, regional entertainment, listener choices, talk shows and advertisements. The results of research on local television content are based on respondent characteristics.

Table 1: Respondent data

Respondent Data	Majority	Percentage
Gender	Male	52.7%
Age	21 – 30 Years	48.3%
Education	Senior High School	45.8%
Work	Student	23.6%
Income	IDR 2.500.000, - up to IDR 5,000,000, -	35%
Status	Married	54.2%
Broadcast Locals to Watch	Efarina TV	17%
Duration Watch	1 hour	56.2%

Local television broadcast programs consist of regional news, entertainment, tourism or traveling, regional culinary, talk shows and films/dramas/soap operas. Based on data found on local television broadcasts, it was found that the regional broadcast program that is often watched is regional news with 141 respondents. The least watched broadcast was talk shows with 73 respondents. Respondents have their own reasons for choosing the programs they want to watch. The following are the reasons respondents watch local television broadcasts.

Table 2: Respondents' reasons to watch local television broadcast

Television show Local	Reason	Percentage
Local news	Add knowledge	77.2%
Local entertainment	Entertain	69.1%
Tourism/travel	Add Self-Knowledge	62.6%
Local Culinary	Add Knowledge	56.1%
Talk show	Add Knowledge	58.5%
Films, dramas and soap operas	Entertain	80%

Based on the research results, the reason respondents watch local television broadcasts with the highest percentage is to entertain at 80% on film, drama and soap opera programs. While the lowest percentage is to increase knowledge at 56.1% on regional culinary programs. Television broadcasts display local content according to the needs and desires of the audience so that interest in local content becomes wider. Furthermore, the responses are based on respondents' desires in presenting local content on television broadcasts. The following is a table of descriptions.

Table 3: Broadcast model local content for television

Program	Broadcast Model
Local news	Local material
Local entertainment	Local songs and dances
Tourism/travel	Displaying local tourist locations
Local Culinary	Local culinary
Talk show	Inspiring
Films, dramas and soap operas	Contains everyday stories encountered

The existence and locality of radio in North Sumatra Province has the opportunity to be develop. The following are the data obtained based on the characteristics of respondents regarding local radio listeners.

Table 4: Respondent data local radio listeners

Respondent Data	Majority	Percentage
Gender	Male	57.7%
Age	21 – 30 Years	35.8%
Education	Senior High School	57.2%
Work	Self-employed	26.3%
Income	IDR 2.500.000, - up to IDR 5,000,000, -	40.8%
Status	Married	63.7%
Local Radio Broadcasts Heard	Radio Aqila	12%
Duration Hear	1 hour	60.2%

Local radio broadcasts have several programs including regional news, entertainment, listeners' choices, talk shows and advertisements. The program that is often heard by respondents is entertainment, as many as 185 respondents. Respondents' interest in enjoying radio programs is shown in the following table.

Table 5: Respondents' reasons for listening to local radio broadcasts

Local Radio Show	Reason	Percentage
Local news	Add knowledge	67.9%
Local Entertainment	Entertain	88.2%
Listener's choice	Entertain	61%
Talk show / Interview figure	Add Knowledge	57.5%
Advertisement	Beneficial	62.2%

Based on the research results, the reason respondents listen to local radio broadcasts with the highest percentage is to entertain at 80% on regional entertainment programs. While the lowest percentage is to increase knowledge at 57.5% on regional talkshow/figure interview programs. Loading programs in radio media is better to package them according to the listener's wishes so that they are comfortable to enjoy. Furthermore, research was conducted on the local radio content broadcasting model that respondents expect for each program. The following are the findings obtained.

Table 6: Broadcast model local radio content

Program	Local Radio Model
Local news	News about the local is increased
Local Entertainment	Featuring famous local songs
Listener's choice	Received many song requests
Talk show / Interview figure	Achievement figures
Advertisement	Displaying daily necessities advertisements

Next, the researcher conducted in-depth interviews with four informants. This was done to produce maximum research. Thus, it is necessary to conduct in-depth interviews with informants who are specialists in their fields. The following is a list of research informants.

Table 7: List of research informants

No.	Name	Education	Occupation	Experience
Informant 1	SP	Master	Civil Servants at Local Television (TVRI)	30 years
Informant 2	S	Master	Commissioner of Indonesian Broadcasting for North Sumatra Region	8 years
Informant 3	YT	Bachelor	Local Television Producer (Efarina TV)	8 years
Informant 4	MT	Bachelor	Broadcaster and Human Resource Development Staff of Local Radio (Radio Aqila)	35 years

Informant SP1 stated that local content received attention at Medan TVRI Station, a Public Broadcasting institution responsible for broadcasting local content in each of its programs. National TVRI Station determines provincial TVRI into category A, category B and category C. The classification is applied based on the availability of facilities, infrastructure and production facilities. Medan TVRI received category A because it has adequate facilities, infrastructure and production facilities to reach a wider broadcasting area. Informant SP, argued that:

> TVRI Medan shows local content from 14.00 – 16.00 WIB. The rest of the time, TVRI Medan programs are relayed from Jakarta. TVRI Medan is included in category A because of its wide coverage area. (Informant SP1)

Informant SP1 stated that the Medan TVRI station has a flagship program, a news broadcast called Sumatera Utara Hari Ini which received good response from various circles and recognized in the Province of North Sumatra. Informant SP1, also said:

> The local content that TVRI Medan relies on is the News Broadcast in the afternoon at 17.00. The news broadcast displays various activities and events that occur in North Sumatra, especially in Medan City. The news broadcast is a guide for various groups to get what events are happening in North Sumatra, especially Medan City. (Informant SP1)

> Other mainstays of local content from the music side are the music scene and Batak opera programs. The program received a good response from the audience and the program was produced by the staff of Medan TVRI Station (Informant SP1).

The second informant is a Commissioner from the North Sumatra Local Indonesian Broadcasting Commission. He stated that Regional Indonesian Broadcasting Commission has been given the responsibility to socialize broadcasting institutions to broadcast local content. This has been regulated that must be implemented by all broadcasting institutions.

> Local content is an obligation and a right of the people that has been mandated by law. Regional Indonesian Broadcasting Commission has socialized to all broadcasting institution organizers that local content must be 10% and among

the 30% is at prime time. (Informant S2)

Television broadcasting has received less support from commercial television. Only TVRI, a public broadcasting institution is in support. He stated that in terms of its diversity, local content often promotes the culture of North Sumatra Province and Lake Toba tourism. However, looking at the quality and attractiveness of the broadcasts, it is still does not meet the standards of good broadcasts.

> Local television uses local human resources with limited capabilities. The production results cannot match the human resources from Jakarta and its surroundings. They have better skills. So, the packaging of the television programs produced is better and more attractive. The packaging method on local television such as in Sibolga, is combined with a football program, the aim is to attract attention. This strategy is quite successful, where the audience who subscribe to local television is quite a lot. (Informant S2)

Informant YT3 stated that hard news and soft news are Efarina TV's flagship programs which highlight Simalungun culture which is identical to local culture.

> Efarina TV's operating hours are from 05.30 to 23.00. Efarina TV has two news broadcasts and entertainment broadcasts. News broadcasts include hard news and soft news. Efarina TV's flagship program for hard news is Sumut Terkini. The daily news program airs for 30 minutes every morning, afternoon and evening. For soft news, there is the Eta Melalak Program and for entertainment, Dendang Irama. All local content on Efarina TV is produced by itself. (Informant YT3)

Informant MT4 stated that local radio can be owned by someone if they have enough capital. Local content has prospects as a radio program. Informant MT4 is responsible for the Campursari Program, one of the local contents of Radio Aqila. Campursari is a Javanese regional song with a cheerful rhythm that is very popular among the Javanese people. The listeners of the Campursari are very interested as they received good responses. This makes fans of local radio content grow.

> Local content on Aqila radio has received quite a response, such as Campursari from Java and Minang songs. Campursari is popular with the Javanese people where Aqila radio's reaches the Batangkuis, Binjai and Stabat areas where many Javanese people live. Meanwhile, Minang songs are popular with the Minang people who live around Aqila radio. (Informant MT4)

DISCUSSION

Based on the results of the research analysis on the local television broadcasting model, most respondents are male with an age range of 21-30 years. The respondents' education is junior high school/high school/vocational high school and most respondents are students. The income of most respondents is in the range of Rp2,500,000 to Rp5,000,000 with married status. The majority of respondents watch local television broadcasts, namely Efarina TV, and the majority of the viewing duration is one hour. The television programs that are most in demand by respondents are regional news programs because they are considered to be able to increase

respondents' insight and knowledge. Moreover, they can find information about the latest events in a region. Television programs that are least in demand are talk shows or interviews with figures. Respondents stated that another reason for watching television is to entertain and fill their free time. Watching local television can also help preserve regional culture such as introducing regional figures, regional tourism, and the development of a region. Several respondents also stated that local television, namely Efarina TV, often displays Efarina's own promotions such as Efarina Plus School. Efarina Plus School is part of the Etaham Foundation in the field of education consisting of the Efarina Nursing Academy, Efarina Health Vocational High School, Efarina Plus High School and Efarina University. Efarina educational institutions are located in Simalungun, North Sumatra.

The local television broadcast model can be seen from the respondents' responses to each television program, namely on local news programs, which displays local material that is packaged in an interesting, creative way and is able to attract the attention of the audience. Local entertainment programs can display the latest, most recent local songs and dances, various genders, visually packaged in an interesting and creative way so that it does not feel boring. Local tourism/travel programs can display local tourist locations by providing detailed information about access, prices, travel duration, transportation used and others. Local culinary programs can display the latest, newest, oldest local culinary but still exist with communicative presenters and can provide honest reviews. This can also provide a good response from the audience by visiting the place. Talk shows or interviews with figures can feature inspiring figures. Respondents also hope to be able to display young and inspiring local figures, communicative presenters by providing information and topics that can attract the audience. Young and inspiring local sources who are not in the spotlight can be known to the wider community through local broadcast content. In fact, it can increase the ratings of local television content. Local film, drama and soap operas can contain everyday stories that are often encountered in life. Creative and interesting editing can make the audience want to linger and wait for each show. Showing local languages on the show can also introduce the public to the area, especially North Sumatra Province. This is also able to preserve the culture of local languages. This information was found to be related to the broadcasting regulation model.

The regulation of local content in Indonesian broadcasting aims to realize diversity of content and ownership. In the television broadcasting model with local content, it can achieve the goal by implementing diversity of content where each program has a variety such as news, songs, local figure tours by displaying local nuances. It is packaged creatively, interesting, with communicative presenters and good editing. Through this content, it creates ownership of local content that is able to compete with national content through the packaging of each program. However, increasing ownership of television broadcasting media in Medan City and Simalungun Regency is very difficult because of the lack of funds to create ownership which makes local content television broadcasting slow in development.

Based on the results of the local radio broadcasting model analysis, the characteristics of the respondents were mostly male, aged 21-30 years. The majority of respondents' education was high school/vocational high school/Islamic high school, the majority of respondents were self-employed and the respondents' income range was between Rp2,500,000 and Rp5,000,000, and the majority of respondents' status are married. The local radio broadcast that was often listened to by respondents was Radio Aqila with a listening duration of one hour. The local radio program that was most in demand by respondents was entertainment programs because it could entertain respondents in their spare time, relieve dizziness while on the road, trade or do

housework. Entertainment programs on local radio can add song references. The purpose of local content on entertainment programs is to entertain local listeners. The program that was least in demand by respondents was talk shows. Talk shows on local radio can increase knowledge, however, local radio lacks in presenting famous and good figures. In addition, the topics presented are often less interesting. This makes listeners less interested in talk shows. In addition to being entertaining, listening to local radio can be heard for free and can make requests by phone, especially for requests for regional songs. This is what makes local radio popular with various age groups.

Local news programs can be enriched with news about specific regions, focus on local culture, opened with local language or accent and packaged attractively through good presenters. Local entertainment programs can feature famous, current and latest local songs. Respondents want a long duration in this program such as often aired during the day and reduce long chats. Listeners' choice programs can receive many requests for songs and interactions. Talk shows can feature high-achieving figures with attractive packaging, the topics presented are current, and the right presenter can bring a pleasant atmosphere. Advertising programs can display advertisements according to daily needs, public service announcements, and products adjusted to the needs of the region.

The local radio broadcasting model found in the study also has a relationship with the arrangement of local content in Indonesian broadcasting. The local radio broadcasting model displays a variety of content such as songs, interesting interviews, the latest local news shows a diversity of content. The local radio broadcasting model that displays local languages and accents, local songs, and promotions of local products is able to provide local radio broadcasting to exist in the era of new media. Hosts who know about the latest trends makes local radio content more interesting to listen to and improve and preserve culture of the region.

The diversity of radio ownership is very much in Medan City and Simalungun Regency. Based on the results of the study, several local radio stations were found from the most listened to, to the least interested, namely Radio Aqila, Radio Kardopa, Bos FM, CAS FM, RRI, Radio Genie, Radio Senada, Siantar FM, Radio Sikamoni, RSKK, Horas Swara Semesta, Simalungun FM, Karisma, Radio Silangin and others. This shows that establishing local radio station ownership is easy to do and has a fairly low cost. In fact, currently there are radio in digital form where anyone can create and have their own programs or content like Spotify.

The findings of the local content for the television and radio broadcasting model are in line with media practitioners. The mainstay of TVRI Medan and Efarina TV stations is news broadcasts. Local news broadcasts that these stations broadcast can provide regional material such as the latest and current events that occur in the station's area. The regional entertainment programs that are the mainstay of TVRI Medan and Efarina TV are music programs. TVRI Medan has a music scene and Batak opera program, while Efarina TV has the Eta Melalak and Dendang Irama programs. Based on the broadcasting model, regional entertainment programs can provide regional songs and dances, which has many fans, namely the Campursari Program. The radio broadcasting model for regional entertainment programs can also feature famous regional songs.

The existence of television and radio broadcasting models that have been found, and it is hoped that media practitioners can apply them to produce quality local content that is not inferior to national stations. The policies that have been found through the broadcasting model in this study can encourage the development of broadcasting to be more in demand. The audience will give good responses and can increase the assessment of the event. If implemented seriously, it will support funding and improve the quality of resources.

The results of an interview with informant S2 who serves as the Regional Commissioner of Indonesian Broadcasting in North Sumatra stated that most local content is broadcast at unproductive times known as "ghost" hours because most people are already resting. Therefore, broadcasting institutions provide slots for local content to be broadcast at productive times in accordance with broadcasting regulations. This makes local content continue to exist in the current digital innovation situation.

Based on the findings of the research interview that local broadcasting on television and radio has the principle of diversity of ownership and content. There is diversity of ownership in local television media in North Sumatra. However, it is very unfortunate that the operation does not run well due to limited funding, poor management such as human resources as the operational costs are quite high. While in local radio media, it can be established as a private radio with sufficient capital. Local content on television does not last long. The trigger to increase interest in local television content must be combined with other events such as football matches. There are local television stations that have many local content enthusiasts such as Efarina TV.

The diversity of content on local television media is to broadcast programs that are needed and desired by the local community, like local news, regional songs, and regional music programs such as those broadcast on Efarina TV. Likewise on local radio broadcasting, local content such as Campursari has been a hit with local regional songs. Broadcasting currently has the freedom to convey information. The wishes of the community can increase the value of programs on broadcasting and can even preserve regional culture through local media broadcasts. Local content is the choice of listeners and viewers if it is packaged according to regional expectations. Although it has decreased over time due to the development of technology and with the presence of new media, audience support in using local content will keep local media going.

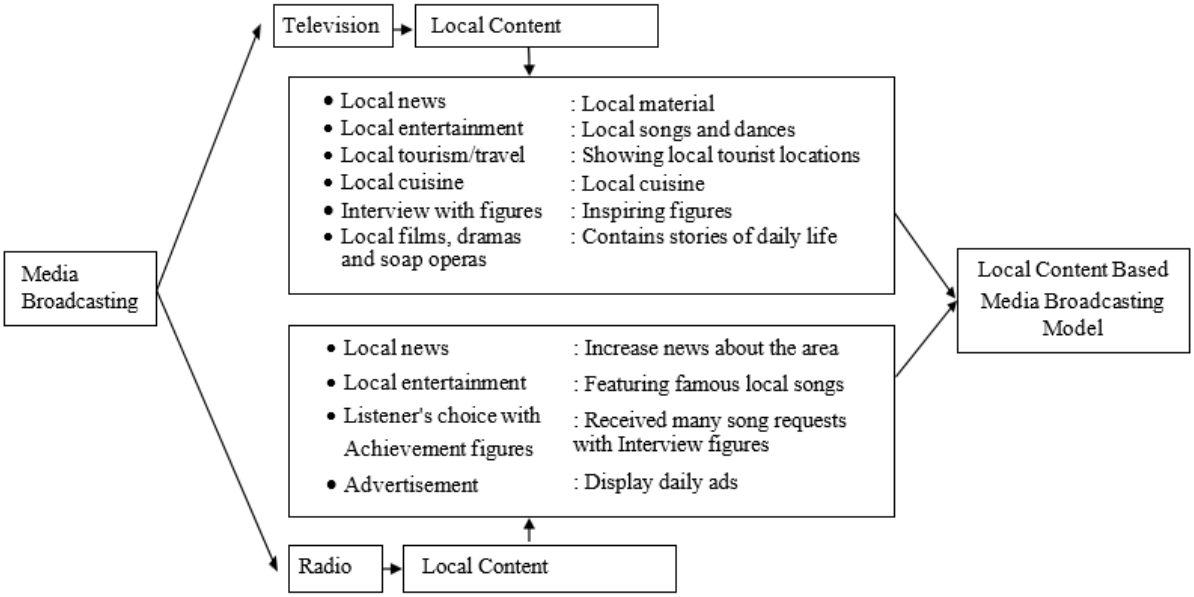


Figure 1: Local content-based media broadcasting model in North Sumatra Province

CONCLUSION

Based on the explanation above, the government provides a 10% and 30% broadcast slot at prime time to broadcast local content. Local content is recommended by implementing a local content-based media broadcasting model in North Sumatra Province. The local content-based media broadcasting model in North Sumatra was found based on the audience's desire to enjoy more local content programs. Local television broadcasting is divided into regional news programs, regional entertainment, tourism and regional tours, regional culinary, interviews with figures and films, regional dramas and soap operas. Local radio broadcasting is divided into regional news programs, regional entertainment chosen by listeners, interviews with figures and advertisements. The models found in local media broadcasting, namely television and radio, are obtained according to the wishes of the audience and are supported by the realization of diversity of content and ownership. This is a reference for local content-based broadcasting policies in North Sumatra Province. The following is the formation of an appropriate model for local content-based broadcasting in North Sumatra Province which will form a local content-based policy in media.

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