

# Application Of P3SPS In Insert Infotainment Program On Trans TV

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**Abstract:** The Broadcasting Code of Conduct (P3) is the provisions for broadcasters set by the Indonesian Broadcasting Commission (KPI). Broadcast Program Standards (SPS) is a broadcast content standard that contains the restriction, violation, and obligation set by the KPI. Insert is an infotainment program that aired on Trans TV. This study aimed to describe how the application of Broadcasting Behavior Guidelines and Broadcast Program Standards (P3SPS) on Infotainment Insert program in Trans TV. This study used descriptive qualitative method and used three stages of coding test, starting with open coding then axial coding and in proceed with selective coding, and do interviews and also observation. Based on research conducted, still found violations against P3SPS made by Insert program. That is in Article P3 Clause 9 and SPS Clause 9 concerning the right of privacy, then Article P3 Clause 14 and SPS Clause 15 on the value and norms of decency.

**Index Terms:** Application, Infotainment, P3SPS, Political Economy Communication, Violation

## 1 Introduction

INFOTAINMENT is news that presents information about the lives of people known to the public (celebrity), as many of them work in the entertainment industry such as film or soap opera players, singers and so on, the news about them is also called infotainment [1]. The controversy of the lives of the celebrities has become a special attraction for the people, and this was what prompted the owners of television stations in competing to make television programs that discuss the lives of celebrities. Now, the infotainment program has managed to steal the attention of Indonesian people. Each of the television stations must have an infotainment program in it. The content of this infotainment program is about celebrity life. Now, almost all aspects of the lives of celebrities are not spared from a series of infotainment coverage. The themes of the infotainment program ranging from engagement, marriage, divorce, infidelity, dating, breaking up and going back together again, pregnancy, birth, birthdays, feuds, irregularities and so on. The infotainment program is one of the mainstay programs in the television industry in Indonesia. Currently, infotainment brings many benefits to the managers of mass media. Infotainment is a cheap program. The cost of the information is cheap, a celebrity who becomes the object does not need to be paid, the number of viewers is large, and the production house can easily make infotainment shows with varied packaging. Some people think that infotainment has violated the personal boundaries of celebrities who become the object of the news. On the other hand, infotainment workers reasoned that celebrity is a public figure who needs to be confirmed to fulfill the audiences' curiosity.

However, infotainment growth is currently tough to resist. In this case, the quality of the infotainment program is still not optimal. What is meant by quality is not optimal is as written by Syahputra (2006) that infotainment only presents: (1) Gossip as news. Gossip is not news and news cannot be made into gossip; (2) Finding people's fault. It is different from being critical which is driven by the search for new facts, new information, or looking for news behind the news; (3) Coercion. If someone refuses to answer the question then he may not be forced to answer; (4) Dramatization. This is permissible but must be in the framework of ethics and norms and facts that exist; (5) Opinion. This is not systemic opinion, but rather is the practice of forming opinions which are produced consciously and tendentiously, and to be read directly by the presentation through various narratives; (6) Use of media. Most infotainments are produced not by the media that broadcast it, so many people think that infotainment products are also the mass media products; (7) Spit on privacy has become an infotainment trademark because infotainment fails to use or explore other perspectives of celebrity figures; (8) Threatening. Infotainment workers often boycott celebrities they consider uncooperative; (9) Use of the term. It is so easy for infotainment to convert someone to be a celebrity even though the celebrity is only the wife/husband, also the confusion of the journalist profession and anchor in infotainment shows. The rise of infotainment shows, of course, invited pros and cons from the community. One of them is speculation from the audience about certain celebrities. The news delivered is not necessarily accurate. Moreover, when the infotainment program is witnessed by children, of course, it will disturb the child's thinking and behavior and will continue to undermine the morale of the Indonesian people. The more complicated the conflict was conveyed, the more viewers there were to witness, especially for women. Therefore, negative responses to infotainment in Indonesia are a reason to improve the quality of infotainment itself. The contents of the show must provide useful information. According to Nugroho, Bimo, & Imawan (2005), some celebrities generally see the benefits of infotainment. Celebrities see that infotainment can be used as a promotional tool if they have something to be introduced to the public. Promotion in question is not a commercial effort to introduce products but merely makes the public know that they have a busy life, for example releasing albums, act in a soap opera, and others. This is nothing but proof that irregularities in television shows are present in Indonesia. This is the primary concern of the researcher to

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conduct further studies on how the Insert infotainment program on Trans TV applies P3SPS. Researchers take this program because according to researchers, the infotainment program always gets a bad view regarding the content displayed. In addition, Insert is also one of the longest infotainments that have aired on television. Not only that, at this time Insert airs three times a day on weekdays and twice a day during the weekend, so the opportunity to continue to apply P3SPS is quite significant, given the fairly close airtime. The focus of this research is only on one program, namely Insert, which airs on Trans TV. In this research, the method used is a qualitative method. The researcher studied this program because the program had an extraordinary appeal. This program is an infotainment program that has a mature concept and is different from other infotainment programs. This program is packaged in an actual manner and is hosted by two to three presenters. The program segmentation is certainly for teenagers and adults. What concerns the researchers is whether the Insert program implements P3SPS in each of its shows and whether the information delivered is actual and appropriate.

## 2 RESEARCH METHOD

In this research, researchers used qualitative research. Qualitative research is rooted in a scientific setting as wholeness, relying on humans as a research tool utilizing qualitative method, conducting inductive data analysis, directing research objectives in trying to find theory from the ground up, descriptive in nature, prioritizing processes rather than results, limiting studies with focus, having a set criteria for checking the validity of data, the research design is temporary and the results of the study are agreed upon by both researchers and research subjects [4]. Qualitative research intends to understand the phenomenon of what is experienced by the subject of research as a whole such as behavior, perception, motivation, action, etc. The study was conducted by describing a subject in the form of language and words, in a special natural context [4]. In this research, researchers use a critical paradigm. Critical theory is theories that openly support certain values and use these values to evaluate and criticize the status quo, providing substitute ways to interpret the social role of mass media [5]. In the application of P3SPS in Insert Program on Trans TV, researchers choose to use a type of qualitative descriptive study, because this study looked at reality, symptoms or objects studied could not be partially seen and divided into several variables. The method used in this research is a case study method. According to Yin (2018), a case study is an empirical inquiry that investigates phenomena in real life contexts, when; the boundaries between phenomena and contexts do not appear explicitly and where; multi-source of evidence is utilized. In this case, the researchers wanted to see the application of P3SPS on Insert infotainment program on Trans TV. In this research, the researchers conducted a direct interview with the resource person to clarify how the application occurred in Insert Trans TV. Then researchers also made observations. The data collection method is a strategy to get the data needed. The success of the results of this research largely depends on the data collection techniques used. Data collection is also carried out to obtain information and materials that can be trusted. The process of collecting data can be done through three techniques, namely, documentation, addressing or observation and interviews [6]. In this research, data collection methods

used were interviews and observations.

### 1. Interviews

According to Moleong (2017), interviews are conversations with specific intentions. The conversation was conducted by two parties, namely the interviewer who asked the question and the interviewee who answered the question. In this case, the researchers used semi-structured interviews. In carrying out interviews, a semi-structured interview is freer than a structured interview. The interviewee can express the idea and opinion so that the information obtained is getting deeper. In this research, researchers used a tape recorder tool in the interview process. In this interview activity, there were six resource persons chosen by researcher related to this research, namely:

#### 1. Informant 1

Wawan M. Sofwan is a producer of Insert. Before working at Trans TV, Wawan worked at Global TV as a commercial, PSA, filler and advertisement producer.

#### 2. Informant 2

Daisy Weku has been an Executive Producer for three years. One program that she handles is Insert. Before becoming an executive producer, Daisy was once a news anchor then became a producer.

#### 3. Informant 3

Dina Marlina is a creative team member of Insert. Dina has been around in the world of broadcasting for a long time, 11 years. Before deciding to work at Insert, Dina worked as a journalist at detik.com

#### 4. Informant 4

Aninda Putri Paramitha is a creative team member of Insert. Aninda pursued her undergraduate education at one of the private universities in Jakarta. In the production process, Aninda was assigned to take care of the needs of the built in Insert.

#### 5. Informant 5

Aldha Sesaria Primananda is a Production Assistant at Insert. Aldha is a new employee. Insert is the first program held by Aldha.

#### 6. Informant 6

Muhammad Zulfikar is a Production Assistant at Insert. Insert is the first program handled by Zul. Zul has only worked at Insert for 7 months.

### 2. Observation

In addition to conducting interviews, observation is also a technique of collecting data in qualitative research method. According to Margono (2007), basically observation technique is used to observe and see social phenomena that grow and develop which can then be made changes to the assessment, for observers to see certain moment objects so as to be able to separate between what is needed and what is not needed. There are two types of observations:

#### a. Participatory Observation

In this observation, research is involved with the daily activities of people who are being observed or used as research data sources. While making observations, the researchers took part in doing what the data sources did and participated in feeling grief (Sugiyono, 2015). This was done by the researcher when doing an internship on Trans TV in August 2017-January 2017.

### **b. Obvious or disguised observation**

Researchers conducting data collection by stating frankly to data sources, that researchers are conducting research (Sugiyono, 2015). In this case, the researcher carried out an obvious observation on May 15, 2018 and May 19, 2018. The data analysis technique that the researchers used in this research was Selective Coding. The researchers used this data analysis technique by reasoning to facilitate writing from the results of data collection by categorizing some data that the researcher got from several sources according to the concepts and theories that the researcher had determined. At the stage of data validity, the researchers use the source triangulation technique. The point is to check the data that has been obtained through several sources, and then the researcher described the data and categorized the data according to which views are the same, different, or specific. Researcher addressed this source triangulation to the Producer of the Golden Memories Vol.2 program when carrying out the validity of the study.

## **3 RESULT AND DISCUSSION**

In this research, the researchers conducted interviews and observations. Of the two data collection techniques, data that support this research were obtained.

### **3.1 Understanding of the Insert Team about P3SPS**

The researchers conducted interviews with six sources, and it can be concluded that P3SPS is a guideline, a regulation made by KPI and the government which contains rules, ethics and written notions of what can and cannot be done in the broadcasting world. This is done so that during the production process, what is produced is not only good but also under the rules that apply and are eligible to be aired. This statement relates to what was written by Syah (2011) that Broadcasting Behavior Guidelines (P3) are the provisions for broadcasting institutions established by the Indonesian Broadcasting Commission (KPI) as a guide to the behavior limits of national broadcasting and national broadcasting supervision. The Broadcast Program Standard (SPS) is a broadcast content standard that contains the boundaries, prohibitions, obligations, and broadcasting arrangements and penalties based on the Broadcasting Code of Conduct set by the KPI. Moreover, the Broadcast Program Standard (SPS) is a technical description of the Broadcasting Code of Conduct which contains restrictions of what may or may not be broadcast.

### **3.2 The Importance of P3SPS in Insert**

From the results of interviews with six speakers, it can be concluded that for Insert, P3SPS is very necessary because they must be following existing policies and regulations. Insert cannot broadcast anything they want. Applying P3SPS will affect Insert's image itself, especially for underage audiences. Considering, P3SPS was formed on September 1, 2004 when KPI officially issued a decree on the Broadcasting Behavior Guidelines (P3) and Broadcast Program Standards (SPS). This P3 and SPS are set to regulate the behavior of the institution so that whatever is shown on television must be following the applicable P3SPS because P3SPS functions as an official rule that applies in broadcasting in Indonesia. Not only that, because of the majority of content submitted by Insert concerns and touches the lives of celebrities, executive producers also see that the presence of P3SPS can limit what

is permissible and unfit, especially content that leads to the life of celebrities. Sometimes celebrities do not always display what is good and appropriate, with the P3SPS so that the production can limit the things that are suitable and not suitable to be aired.

### **3.3 Special Efforts Made in the Implementation of P3SPS**

The researchers conducted interviews with six speakers, and from the results of the interviews, it can be concluded that the efforts made were to understand the P3SPS problem. In front of Insert editorial room, there was a display containing articles and provisions of the P3SPS, aiming to remind editors in doing production process. After that, there must be filters during the editing process so that they are increasingly convinced that the material is worthy of being aired. There is a display of P3SPS Articles. One of these efforts is because Insert is a program that is very vulnerable to violate P3SPS. In this case, it is expected that each team member, namely executive producer, producer, creative and PA can see and determine which is appropriate and inappropriate. In this case, it is not possible for the display to be accidentally installed in front of Insert editorial room. It aims to continue to remind each member of Insert to continue to implement P3SPS in every production process. Beside the P3SPS related displays, before the show, VT which was ready was then previewed by the producer so that when there are images or script that are not following P3SPS, it can be avoided and can be changed. After being previewed by the producer in the editing booth, the VT was again previewed by the creative producer or senior who was in charge of the control room so that when there is a picture or text that is not following the provisions, it can be edited again. With the presence of several filters from several people, it is expected that what is displayed by Insert is following P3SPS.

### **3.4 Application of P3SPS in Pictures and Manuscripts**

The researchers interviewed two creative team members and two PAs. Each of them was responsible for the manuscript and the image to be aired. In implementing P3SPS, of course, it must be applied in all processes. To the four speakers, it can be concluded that in this stage, both the creative and the PA members have implemented P3SPS. If it is forgotten or inappropriate, it is merely due to deadlines and lack of workforce. For the script itself, creative still has to write 5w + 1h without using forbidden words. On the editing process, PA does blur or black and white for images that are deemed necessary, but not following the provisions. For the own stock shoot, PA chooses to use images that are polite and do not damage the celebrities' privacy. Nevertheless, the four speakers continued to say that there was a violation when choosing the stock shoot and the selection of words for the text itself. So that it can be concluded in making the script itself, Insert does not provide correct information and only displays the opinions of the creative team itself. However, in the selection of images, the entire Insert team has tried according to the provisions contained in the P3SPS, and this was acknowledged by the creative and PA who also claimed that sometimes they still often violated the provisions that apply in the P3SPS.

### **3.5 Implementation of P3SPS for New Employees at Insert**

In this case, no specialized training or treatment is applied to new employees. Producers and executive producers tend to

apply on the job training. This happens because Insert program runs every day with three shows in one day. It can be said that the treatment is, "learning by doing". Besides, researchers also interviewed six sources and concluded that there is no special treatment for new employees on Insert. Apart from that, indeed in front of Insert editorial room, there is a display of P3SPS which aims as the editor's reminder at Insert. So nothing is going to be missed during the production process. In addition, for images, only the producer tells which images are appropriate and not appropriate.

### 3.6 Barriers that Occur in the Application of P3SPS

The obstacle that occurs when implementing P3SPS is the thin limitation between what is allowed and not allowed. Moreover, Insert is a daily program that has three shows a day with limited workforce, making P3SPS violations can occur. And also as television media, of course Insert wants visuals that inhabit, considering what Adi Badjuri (2010) stated that television is an audio-visual media where people do not only look at images displayed on television, but at the same time hear or digest narration from the picture, even though television is superior because it can broadcast visual images.

### 3.7 Insert's Special Ways to Implement P3SPS

In this case, the researcher interviewed five sources and inferred that the specific ways done when implementing P3SPS are by still showing what is currently trending in the community but in a different way. The editorial team displays the facts obtained from the interviews of other people so that they become facts, not opinions. Besides, the Insert team also often conducts meetings and keeps reminding each other in implementing P3SPS. If possible, the image used is HD quality and is not an image that complicates PA. Then, the wishes of the producer and the team must be in line, so that the results obtained are maximized. In this way, the Insert team does not issue opinions, so it only exposes facts and statements from several sources and different sides. For the images themselves, PA chose not to choose images that will be difficult for them. If possible, the stock shoot taken does not need to be edited to be more efficient concerning time, considering the dense grace period in Insert. It can be concluded, according to the six sources, the above method is considered the most effective and easiest to be implemented when the production process occurs.

### 3.8 Handling P3SPS Violations

Inevitably, Insert does not fully implement P3SPS in every production process. According to the data, in 2017 Insert was given a violation issued by KPI regarding content displayed by Insert. Therefore, in this case, Insert is more careful, and that becomes a form of learning for content that will later be aired. Researchers interviewed two speakers, the executive producer, and producer, about what would be done in handling if there was a violation in P3SPS, and it could be concluded that when there was a violation in P3SPS, the way to resolve it must be with a cold head, more in a family manner. Meet the institution in question, then talk about it nicely. Whatever the outcome, it must be lived and obeyed. That will also be a lesson for the future, so the Insert team increasingly understands which are appropriate and not appropriate. Sometimes, the violation of the P3SPS is because the limitation in P3SPS is slightly different, gray, so sometimes the Insert team finds it difficult to distinguish. In addition, because

Insert is a program that airs three times a day, of course, there are deadlines, making zero mistakes quite challenging to be achieved. So mistakes are also due to human error and understanding. This was conveyed by the executive producer and producer itself. When the violation occurs, of course, it is not just one person's fault. In this case, researchers interviewed four speakers from creative and PA, and it can be concluded that as a creative and PA in Insert, of course, they are also involved when there is a violation. Being in a team means if one is wrong, then everyone is wrong and gets scolded. This is a lesson and a reminder that in Insert there is P3SPS which is a guideline when broadcasting.

### 3.9 Application of Broadcasting Code of Conduct (P3) Article 9 and Broadcast Program Standards (SPS) Article 9 on Values and Norms

In this case, the broadcast could have a negative impact on diversity in Indonesia and certainly not following P3SPS article in P3 Article 9 which reads "Broadcasting institutions must respect the values and norms of politeness and morality that apply in society". And explained in SPS Chapter V Article 9 (1) Mandatory broadcast programs (SPS) pay attention to the norms of decency upheld by the diversity of audiences related to religion, likes, culture, age, and / or economic background. (2) The broadcast program must be careful so as not to cause harm and have a negative impact on the diversity of decency norms adopted by the community. The show can contain two different elements. On the one hand, Roro Fitria shows a culture that has long existed in Indonesia, but on the other hand, Ustadz Riza Muhammad said that the ritual included polytheism and was not following existing Islamic law so that it can make two divisions and harasses both culture and religion. So that these impressions are not under the applicable P3SPS, and can lead to negative perceptions or views for the people who watch them. Even though it is written that every broadcasting institution must respect the values and norms in the form of SARA, Insert still violates the rules often because the shows contain culture and religion. In this case, it can be concluded that Insert has not been able to implement Article 9 regarding the values and norms of decency fully. This proves that Insert team itself still ignores P3SPS in the displayed content. According to the producer, sometimes the shows delivered by Insert only to meet the desires of the audience, and only want to take profit and rating, even though they have to violate the values and norms that apply.

### 3.10 Application of Broadcasting Code of Conduct (P3) Article 13 and Broadcast Program Standards (SPS) Article 13 and Article 14 concerning Respect for Privacy Rights

As an infotainment program, the content shown is not far from gossip. Often infotainment programs are associated with programs that highlight and expose celebrities' personal lives. Of course, this violates respect for the right to privacy. Celebrity life is indeed fascinating to learn. Therefore, the infotainment program remains to be the choice of the audience. The audience is often curious about what is happening in the lives of celebrities, including personal life. However, this is contrary to the P3SPS regarding respect for the right to privacy. However, in this case, Insert claimed to have a different way. Insert only shows what the speaker himself said. In addition to these speakers, Insert also displays statements from several people, so that this does not violate the privacy of the sources, but it is the sources that reveal

about their personal lives. Like what the executive producer said, "for example, if the speaker said something should not be aired, we will not show it". Insert shows the privacy rights of the two speakers, both from Harris and from Sarita. Divorce is privacy and a matter of personal life for everyone. Not only that, but the love triangle relationship is also not in the public interest, solely to answer the curiosity of the Insert viewers. This is not appropriate and written in the Broadcasting Code of Conduct (P3) Article 13 which contains "Broadcasting Institutions must respect one's privacy rights in producing and/or broadcasting a broadcast program, both live broadcasts and delayed broadcasts" and the Broadcast Program Standard (SPS) Article 14 paragraph 2 which reads "the broadcast program on the issues of personal life may not be material that is displayed and/or presented in the entire contents of the agenda, except for the public interest". Besides, in the Broadcast Program Standard (SPS) Article 14, it is explained "not carried out without the basis of accurate facts and data" and "does not make the personal lives of objects broadcast as laughing material and/or joke material". This has been written clearly that personal life is not for public consumption, including the lives of celebrities. Moreover, personal life is not something worthy of being public consumption. It cannot be denied that celebrities often reveal their personal lives to the media. This is an excellent opportunity for the media to uncover, and of course, this becomes exciting content for the audience. This will be a significant advantage for the media. Besides, Insert also often takes available content on celebrity social media, such as the daily life of the celebrity, the lifestyle of celebrities that are showing off on social media and so on. For Insert, this is information that is worth showing, and of course, viewers will watch it even though if we go further, personal information should be broadcasted as long as it is in the public interest. In this case, Insert still displays the privacy and personal rights of the resource person. Insert still shows the content despite having no reliable evidence and confirmation directly from the source. Other than that, celebrities' personal lives are also not in the public interest. However, the celebrity's personal life is one of the exciting and entertaining things for viewers.

### **3.11 Application of Broadcasting Code of Conduct (P3) Article 14 and Broadcast Program Standards (SPS) Article 15 on Protection to Children**

Children are often victims; either become a victim of household rifts or violence in the family or so on. This has become an attraction for viewers; viewers are often curious about what happens to these children so that media workers often broadcast it. Besides, the children of celebrities also become highlights, ranging from lifestyle, clothing, ways of talking and so on. However, children must still be protected. Children are a shared responsibility, not only from parents but also from broadcasters. In addition to blur to child victims, children are also parties that must be protected, especially from content that is not according to their age, considering that children easily follow whatever they see. This is a concentration for media workers to be able to display appropriate content when children watch television. If there is content or things that are inappropriate for children to watch, it should not be broadcasted when children tend to be watching television. Therefore, airtime is also an effort to protect children. Every show must consider what time children tend to watch television. Do not let the content in the show harm

children. This is written in the Broadcasting Code of Conduct (P3) Chapter 10 Article 14 concerning Protection of Children. In this paragraph, it is stated that (1) Broadcasting institutions must provide protection and empowerment to children by broadcasting programs at the right time following the classification of broadcast programs. (2) Broadcasting institutions must pay attention to children's interests in every aspect of broadcast. The article is also described in the Broadcast Program Standard (SPS) Article 15 which reads (1) The Broadcast Program must pay attention to and protect the interests of children and/or adolescents. (2) A broadcast program containing immoral content and/or information about alleged immoral crimes is prohibited from displaying children and/or adolescents. (3) A broadcast program that displays children and/or adolescents in the event/law enforcement must be disguised in face and identity. (4) Live broadcast programs involving children are prohibited to exceed 21:30 local time. Seeing from Article 14, Insert is following the applicable provisions. Insert Pagi, Insert Siang and Insert Today are already following the applicable provisions. Insert Pagi is broadcast at 07:00, Insert Siang is broadcast at 12:00 and Insert Today starts at 18:00. Therefore, Insert does not violate P3SPS regulations regarding the protection of children. In addition, Insert is also in line with P3SPS to maintain the image of children who are victims of divorce from their parents. Insert has disguised the faces of each child from Sarita and Harris who became victims, besides Insert also does not reveal the divorce of both parents from the perspective of children. In this case, Insert is appropriate and applies P3 to Article 14 and SPS Article 15 concerning protection for children.

### **3.12 Special Training from KPI Regarding the Implementation of P3SPS**

As a body that accommodates aspirations and represents the interests of the public for broadcasting and pays attention to the objectives of law No.32 Year 2002 Article 3, KPI has the responsibility to continue to be a limiting body for whatever is appropriate and inappropriate for television. Besides that, it turns out that KPI also regularly holds P3SPS schools aimed at all groups. This P3SPS school has also been held twenty-nine times. This P3SPS school is held for three days and is free of charge. In 2018, it was planned to hold P3SPS school ten times, and it has been running three times starting from the beginning of 2018. This school is not only intended for media workers but is open in general.

### **3.12 The Overall Application of P3SPS in Insert Program**

Researchers have interviewed six speakers, and it can be concluded that overall, the Insert team has run the P3SPS that has been set although it cannot be denied that sometimes some things are not appropriate, starting from making manuscripts, images, and so on. The violation that occurs is not intentionally made, it is purely because of human error and time deadlines that are very close. When there is a violation, there will be a warning to be used as an evaluation material in the future. In this case Insert still violates the articles in P3SPS. In accordance with the theory of the political economy of the media, information is considered as merchandise. This set aside the primary function of the media as a classification and enriching debate on democracy. According to Vincent Mosco in the journal written by Nurfikria, Ikrima, Tawulo, & Asrul (2018), commodification of content is a process of

changing messages from a collection of information into a system of meaning in the form of marketable products. In another explanation, it is referred to as changing messages in a set of data into meaning systems in such a way that they become marketable products. This process begins when media players can change messages through existing technology to a meaningful interpretation system to become a marketable message. The aim is to create diversity, and so that the content of the media can attract the attention of the public. If commodification of this content is successful, the advertisers will be interested in buying the interlude time slot to advertise in the program. From some of the P3SPS articles violated by Insert, it is clear that Insert "sells" conflicts and celebrity personal life as one of the content commodities in the displayed content. The celebrity conflict became a public spectacle and was sold by Insert. The selling point of a warm case is discussed very high to satisfy the curiosity of viewers or readers [9]. It can be concluded that Insert infotainment program still broadcasts conflict and celebrity personal life on television screens as public consumption. The broadcasting industry is very dependent on ratings and audience share. The rating has undeniably become a guideline in the television industry to get the maximum profit. Rating is the determinant of the fate of a television program as the rating will determine the number of advertisements that will be the primary source of the main revenue on television stations. This is naturally the concern of all parties involved, that information is not merchandise that is only used for profit. Information broadcast by the media must be valid and real, not just opinion.

#### 4 CONCLUSION

Based on the results of research and semi-structured interviews with Insert production team, researchers concluded that in general, in the production process Insert has implemented P3SPS as a regulation that must be applied. Starting from understanding, the importance of P3SPS, its application, special efforts used in the application of P3SPS, the obstacles that often occur, how to overcome when violations occur and how the infotainment program presents more opinions than facts. In this case, Insert team has tried to continue to implement P3SPS in every production process that occurs. However, it cannot be denied that violations still often occur. In applying Broadcasting Code of Conduct (P3) Article 9 and Broadcast Program Standard (SPS) Article 9 concerning Respect to Values and Norms of Decency, it can be concluded that violations are still found because the content that is displayed still contains SARA. In implementing Article 13 Broadcasting Code of Conduct (P3) and Broadcast Program Standard (SPS) Article 13 and Article 14 concerning Respect for Privacy Rights, Insert still shows celebrity's personal life without any clear facts. Insert still shows the personal life of celebrities although it is not for the public interest. This is because there is still much interest in the audience who is curious about the celebrity's personal life. In applying the Broadcasting Code of Conduct (P3) Article 14 related to Protection of Children and Broadcast Program Standard (SPS) Article 15, Insert is following the provisions in the P3SPS. Insert blur on children who are victims. For a broadcast time, Insert is still under the applicable provisions. Insert is also able to maintain the privacy and image of children. In implementing P3SPS, KPI implemented training that learned about how to implement P3SPS. Insert team did not take part in the training, but Trans TV sent people from the quality control team to take

part in the training. After that, the learning received was distributed by the production team to continue implementing P3SPS. Overall, Insert has not fully implemented P3SPS and still prioritizes share and rating to gain more profit. In social, it is expected that the whole community will be smarter in accepting and sorting information displayed by television, with more critical thinking and also have a broader view of information. Do not stick to one source; use other sources as evidence of the actuality of information obtained.

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