

INDONESIA LAWYERS CLUB (ILC) SCENE COMMUNICATION IN PRODUCTION MEDIA PERSPECTIVE

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Abstract: Television media had a big role in carrying out the function of providing entertainment, education and of course providing information directly from the scene of the incident with a level of reality that was more complete, lively, original, natural, and even relatively free from the effects of distortion. As shown by the show, Indonesia Lawyers Club could be said as a show that could provide knowledge and understanding to the public about Indonesian law which was discussed broadly and could be explained from various sides and points of view, which included issues of crime, corruption and also existing legal policies. in Indonesia. Based on the background above, the author drew a major question, namely how was the Indonesian Lawyers Club's communication broadcast in the perspective of production media? This research discussed the Industry that used Media as Business theory in Gill Branston and Roy Stafford's book. Broadcasting Indonesia Lawyers Club had intrinsic strengths in the form of program quality, recognition in the form of awards and achieving high ratings. The broadcast of Indonesia Lawyers Club was able to create a mutually beneficial relationship between Television and political observers, social observers, lawyers and the general public. This broadcast emphasizes that a media production process could actually succeed in presenting ideal broadcasts with all the parties involved in working together, synergizing and Responsible for their duties during the production process.

Keywords : Television, Indonesia Lawyers Club, Perspective, Media, Production

A. INTRODUCTION

The existence of mass media in Indonesia, especially television media, has now become an inseparable part of people's daily activities. The presence of television media in the era of advances in information and communication technology has brought many blessings to society. Television media has a big role in carrying out the function of providing entertainment, education and of course providing information directly from the scene of the incident with a level of reality that is more complete, lively, original, natural, and even relatively free from the influence of distortion.¹

Television is a combination of media with image media (audio visual). The delivery of content or messages also seems to be direct between the communicator (host, news anchor, and so on) and the communicant (viewers). The information conveyed is easy to understand because it is clearly audible and clearly visible visually.² The influence of television is that news presentation is always up to date, able to present the latest news directly from events to the public.

¹ Morissan. *Jurnalistik Televisi Mutakhir*. Jakarta : Kencana, 20018.h.36

² Wawan Kuswandi. *Komunikasi Massa Sebuah Analisis isi Media Massa Televisi*. Jakarta: Rineka Cipta, 1999. h. 115.

The world of television in the country has developed quite rapidly in recent years. Initially, we only had one television station, and that too was owned by the government, called Television Republic of Indonesia (TVRI). In 1988, the television station Rajawali Citra Televisi Indonesia (RCTI) was born. The station is the first private television station in Indonesia. The private television stations which were subsequently established were Surya Citra Televisi (SCTV), Indonesian Education Television (TPI), Indosiar and Andalas Televisi (Antv). Since the reform era rolled on, private television has also increasingly emerged. There is Metro TV, Transformation Television (Trans TV), TV 7 which is now Trans7, Lativi which later became TVOne and Global TV.³

Through the mass media, the community can also participate in correcting every program run by the government. TVONE does not only present news programs, since 2012 TVONE has had a superior program that is of interest to the public in Indonesia, namely the Indonesia Lawyers Club (ILC) program. This is a talk show program that is packaged interactively and beautifully to provide legal learning for its viewers which presents speakers Key and competent sources from academia, well-known experts, other fields, students and related officials discuss actual and different topics, each episode sees an issue and various perspectives. Indonesia Lawyers Club (ILC) is one of the leading talk shows from the news television station, TVOne. This program won an award at the Panasonic Gobel Awards as the most favorite news and information talk show program in 2013.⁴

The process of media production is a way, method and technique for creating goods using existing resources. As well as the activity process for HR planning, development, assignment and delegation of authority to achieve common goals. Thus, the production process is a team work not individual.⁵ Seeing how important the production process is in the smooth running of content, the author chose TVone television media in the Indonesia Lawyers Club program which has excellent programs that are on the rise because of the concepts presented regarding political communication and legal issues and crimes that occur in Indonesia.

Based on the background above, the author draws the Major's question, namely How is the communication broadcast of the Indonesia Lawyers Club in the perspective of media production? Furthermore, to answer these major questions, several minor questions were formulated, namely what is the Indonesian Lawyers Club like as a business media? What are the production processes for the Indonesia Lawyers Club broadcast? What are the types of production activities in the Indonesia Lawyers Club program from the perspective of production media?

³ Usman. *Television News Reporting & Writing: panduan Praktis Menjadi Jurnalis Televisi*. Bogor: Ghalia Indonesia, 2010.h.56

⁴ Mayasari, Andi Alimuddin Unde, & Iqbal. Makna Tayangan Indonesia Lawyers Club Di Tvone (Wacana Kritis Mengenai Keterlibatan Anas Urbaningrum dalam Korupsi Hambalang). *KAREBA: Jurnal Komunikasi Vol.4 No.1* Januari – Maret.2015.h.62.

⁵ Syukur Kholil. *Metodologi Penelitian Komunikasi*. Medan: Perdana Mulya Sarana.h.76

B. RESEARCH METHOD

This type of research is qualitative by matching the empirical reality with the prevailing theory. The object of this research is TVOne television media in the Indonesia Lawyers Club program. The data used in this study are primary data and secondary data. Primary data is in the form of the Indonesia Lawyers Club online website which can be accessed via <http://www.youtube.com/c/IndonesiaLawyerClubReborn>.

The method used in collecting research data is the observation method or observation with reference to the phenomenology of the development of TVOne television media in the Indonesia Lawyers Club program. This study uses content analysis as a research method. This research activity seeks to understand the symbolic messages and the meaning of content in media content in the Indonesia Lawyers Club event. In this study, the stages of data analysis that the author carried out started from collecting data and information obtained through the official website of the Indonesia Lawyers Club, then connecting with the main research problem and drawing conclusions as answers to the problem formulation. Research subjects are people or things involved in research as data sources.⁶ In addition, the research subject is the whole or the totality of a study which is the substance to be studied or the answer to be sought in a study.⁷ The research subject in this discussion is the Production Media Perspective while the Research Object is the Indonesia Lawyers Club.

TV One is a television station owned by the Bakrie Group and led by Ardiansyah Bakrie and was inaugurated on February 14, 2008 by President Susilo Bambang Yudhoyono from the Presidential Palace of the Republic of Indonesia. Since then, TVOne has officially broadcast its selected programs by classifying them as TV News and Sport. In its superior programs, TVOne has a program called Indonesia Lawyers Club (ILC) which is presented by the chief editor of TVOne, namely Karni Ilyas. Indonesia Lawyers Club is a talk show program that is packaged in an interactive and neat way to provide legal education for its viewers. This program always presents key sources and looks at an issue from various perspectives. This program has one of the main strengths which lies in Karni Ilyas as the host as well as a senior journalist who has a background as a law scholar and is supported by sources who will freely tell incident after incident of an issue that is currently being discussed in society and generate open discussion This program has become one of the programs favored by the people of Indonesia.⁸

C. RESULTS AND DISCUSSION

Indonesia Lawyers Club was originally named Jakarta Lawyers Club (ILC) and changed its name in 2010 to become Indonesia Lawyers Club (ILC) which premiered in 2010 on TV One. This program is a talk show broadcast on TV One that features dialogue on the latest issues regarding law, social, politics and crime for 210 minutes. The event, which is hosted by Karni Ilyas, always presents quality sources in every broadcast. These

⁶ Wina Sanjaya. *Penelitian Pendidikan: Jenis, Metode, dan Prosedur*. Jakarta: Kencana Prenada Media Group, 2013. h. 89.

⁷ Nashruddin Baidan & Erwati Aziz. *Metodologi Khusus Penelitian Tafsir*. Yogyakarta: Pustaka Belajar, 2016. h. 96.

⁸ Rohaimi. *Indonesia Lawyer Club*. Jakarta:2020. Diakses melalui laman tvonenews.com.

qualified resource persons will express their opinions to each other in accordance with the discussion, it is not uncommon for the resource persons presented to argue with each other about the themes discussed because of differences of opinion between the resource persons.

Indonesians often talk about ILC issues. ILC is considered capable of explaining cases that are discussed in a clean and sharp manner under the guidance of a moderator. In addition, most of the language used is simple so that different groups of people can easily understand and accept it.⁹ Here, people often watch these shows for satisfaction and entertainment, to gain knowledge and insight into current events, to form personal identities, or to interact and integrate socially.¹⁰ Not only that, ILC is predicted as a quality program and is recognized in terms of the awards and ratings it has received

This makes this program different from the others because it does not discuss a problem from one side only but from various sides based on the mindset of the speakers. In addition to the presence of quality sources, this event also has an interesting concept of a place that is different from other programs, namely the place where it takes place. The event has a concept like a room like in a restaurant with round or rectangular tables and chairs. This table will be filled by the speakers presented. Indonesia Lawyers Club on TV One is broadcast live every Tuesday at 19:30-23.00 WIB and rebroadcasts every Saturday at 19.00-21.00 WIB.

1. Media as a business

Branston & Stafford¹¹ in their book *The Media Student's Book Third Edition* says that media as a business is an industrial process. The media industry is a grouping of organizations that produce physical goods (such as magazines, DVDs and video games) and 'live' experiences (evening radio broadcasts, screenings of 3D films in cinemas) as well as various media services and facilities supporting production and distribution.

The television business is a very promising opportunity for a number of entrepreneurs. Apart from having a clear market, the products to be sold also tend to be varied and are always needed by the Indonesian people, namely programs that entertain the public. For this reason, television must be dynamic following the movement of the development of the Indonesian people's lifestyle so as not to lose consumers in the market.¹² Today, the viewing style of most Indonesians has

⁹ Evinsa Injany. Tayangan Indonesia Lawyers Club (Ilc) Sebagai Produk Industri Budaya. *Jurnal Representamen Vol 9 No. 01* April, 2023.h.1 – 8

¹⁰ Ilham Zahwa Madew. *Pengaruh Menonton Indonesia Lawyers Club (Ilc) Terhadap Wawasan Informasi Politik Bagi Mahasiswa Ilmu Komunikasi Di Tv One*. Skripsi Thesis, Universitas Islam Negeri Sultan Syarif Kasim Riau, 2020.h.65.

¹¹ Branston, G., & Stafford, R. *The Media Student's Book Third Edition*. Canada: Routledge.2003. h. 260.

¹² Muhamad Afdoli Ramadoni & Vina Zahratul Hayat. Mediamorphosis in Kompas Tv towards New Media. *Jurnal Ilmiah Syiar Vol.22 No.01 Januari-Juni,2022*.h. 43-55

changed a lot. This change did not just happen, but was also accompanied by a culture of digitalization and the entry of the new media era in Indonesia since 2009.

The emergence of the term new media is closely related to the presence of the Internet, although in its development new media is not only limited to the Internet but is the most dominant tool or media in the digitalization era.¹³ The impact of the existence of the Internet is felt in the socio-cultural field which concerns people's daily lives. Some Internet applications that are popular among Internet users include online newspapers, social networking sites, video sharing sites and blogs. With the existence of the internet, people are getting tired of consuming information through television news. The reason is, to obtain the latest information, for example, people must always make time to watch television. But now, with the existence of internet applications that provide online newspaper media, people feel that it is easier to get information and to always be up to date.

The reason is, if we use our online site as the site builder, it will be easy for us to find out how many visitors to the site.¹⁴ The more the number of visitors, the greater the credibility gained by television companies. Thus, many advertisers will place advertisements on these online news platforms and in the end this can become additional income in the television business. With the change in people's lifestyles, most television business entrepreneurs have started to rack their brains to maintain their television existence. Thus, since the last few years television has made the New Media Division a new marketing strategy in today's Internet era. Seeing the phenomenon of the biggest use of the Internet by accessing Social Networks, the New Media Division in Television also uses social networks to approach the public and to get more consumers. They began to offer and introduce their broadcast programs through social networks so that people have awareness about the existence of these programs on television.

Several television companies try to attract the interest of social networking users by offering and introducing their shows through social networking accounts created by the company. Thus, in this way television can again attract consumer interest in the market even though it has not had much influence in increasing television share numbers and ratings. In addition to social networking, people are now getting bored with various shows on television by starting to consume creative shows provided by video sites via the internet.

Talk show is a talk show program which is the original idea of television which is then adopted by radio with the same concept of presenting speakers or receiving calls from listeners. Indonesia Lawyers Club is one of the leading talk

¹³ Sayyidah & Muhamad Afdoli Ramadoni. Program Dakwah pada Channel Youtube Ustadz Adi Hidayat Official Perspektif Audiences. *QAULAN: Jurnal Komunikasi dan Penyiaran Islam Vol.4 No.1,2023*.h. 51-61.

¹⁴ Dinda Sekar Puspitarini & Reni Nuraeni. Pemanfaatan Media Sosial Sebagai Media Promosi (Studi Deskriptif Pada Happy Go Lucky House).*Jurnal Common, Vol.3, No.1 Juni, 2019*.h. 71.

shows from the news television station, TV One. This program won an award at the Panasonic Gobel Awards as the most favorite news and information talk show program in 2013. This talk show discusses political and social issues of humanity. The Indonesia Lawyers Club presents key sources related to the issues being discussed, lawyers, politicians and activists.

This program has one of the main strengths which lies in Karni Ilyas as the host as well as a senior journalist who has a background as a law scholar and is supported by sources who will freely tell incident after incident of an issue that is currently being discussed in society and generate open discussion. This program has become one of the programs favored by the people of Indonesia. Ownership and control of media companies is an issue in media research because of the belief that the nature of products, and in particular the news content and the factual material or ideological boundaries of various products, may be influenced by the business or attire judgments of chief executives. On the contrary. A lack of production opportunities or smaller, non-commercial producers mean that only a narrow range of media products are readily available to audiences.

Recognizing the possibility of ownership relative to control changed when newspapers were run by press barons and Hollywood studios by Moguls Autocratic. Or at least that's the true view of these entrepreneurs. In the Viacom case study below, we refer to one example of a fashion owner.¹⁵ Everyone can enjoy business activities. The essence of business is an effort to meet the needs of humans, organizations and society at large. A businessman (a businessman) will always see the needs of the community and then try to serve them well so that people are satisfied and happy. It is from the satisfaction of the community that the businessman will benefit and develop his business

Talking about the business world, the television business world cannot be separated. Television is an electronic system that transmits still images and live images along with sound through cables or rooms. This system uses equipment that converts light and sound into electronic waves and converts them back into visible light and audible sound. Basically, television has a very broad market segment in Indonesia. That said, almost every society has this one electronic media. Therefore, television has become one of the most popular and effective media in broadcasting and disseminating information to the public.

The Indonesia Lawyers Club, in TVOne broadcasts, provides entertainment to the public regarding the laws that occur in Indonesia. The Indonesia Lawyers Club can also be said to be a business media, because the Indonesia Lawyers Club produces an event that is broadcast to the public, this is related to the theory of Gill Branston and Roy Stafford in saying that media as a business is an industrial process.

¹⁵ Branston, G., & Stafford, R. *The Media Student's Book Third Edition*. Canada: Routledge.2003. h. 260.

Ownership and control is mainly about costs and market shares and the potential for profit is to achieve these two economic goals that grow companies takeovers and mergers¹⁶. The parent company will most likely be involved in several different media sectors and may have shared sectors such as technology manufacturing or release arrangements. The range of woes covered by the media's broadest definition and covers some of the industry's fastest growing sectors.

The main technological engine for this development is digital media production. Workers in all of the above industries sit concentrating on very similar computer screens, manipulating mice and 'interesting' files whether they contain sound, images or text. At the other end of this process, the ownership and control pattern of the entire media industry means that most of the major companies involved are interested in at least four of the six new electronic media industries.

2. Kinds Of Activities

Branston & Stafford stated that the types of media industry activities under specific production conditions, each production medium is seen to involve different industrial processes such as film, television, radio, newspapers and music magazine recordings. Television has news programs to present interesting news both in terms of content and presentation so that it is of interest to its viewers, one of which is TV One. TV One is a television station owned by the Bakrie Group and led by Ardiansyah Bakrie and was inaugurated on February 14, 2008 by President Susilo Bambang Yudhoyono from the Presidential Palace of the Republic of Indonesia. Since then, TVOne has officially broadcast its selected programs by classifying them as TV News and Sport. In its superior programs, TVOne has a program called Indonesia Lawyers Club (ILC) which is presented by the chief editor of TVOne, namely Karni Ilyas.

Indonesia Lawyers Club is a talk show program that is packaged in an interactive and neat way to provide legal education for its viewers. This program always presents key sources and looks at an issue from various perspectives. This program has one of the main strengths which lies in Karni Ilyas as the host as well as a senior journalist who has a background as a law scholar and is supported by sources who will freely tell incident after incident of an issue that is currently being discussed in society and generate open discussion This program has become one of the programs favored by the people of Indonesia.

This event is often followed by serious debates between the speakers or the host himself. Apart from that, with the number of sources available, the problems that are discussed in the topic can be known by viewers from all sides. Also attended by invitees from various parties who also have the right to submit their opinions, this event seemed to be more open and freer in the function of the media as a channel of

¹⁶ Naurah Thifalia & Santi Susanti. Produksi Konten Visual dan Audiovisual Media Sosial Lembaga Sensor Film. *Jurnal Common*, Vol.5, No.1 Juni, 2021.h.39-55.

opinion. The Indonesia Lawyers Club Talkshow is a talkshow program that is packaged in an interactive and neat way to provide legal education for its viewers. The ILC talkshow is an object of study because it is a form of oral discourse that cannot be separated from the use of many and dense cohesive markers which are a requirement for discourse integrity and cohesiveness to support the occurrence of spoken discourse.

D. CONCLUSION

TV One has a program called Indonesia Lawyers Club (ILC) which is presented by the chief editor of TV One, Karni Ilyas. Indonesia Lawyers Club is a talk show program that is packaged in an interactive and neat way to provide legal education for its viewers. This program always presents key sources and looks at an issue from various perspectives. This program has one of the main strengths which lies in Karni Ilyas as the host as well as a senior journalist who has a background as a law scholar and is supported by sources who will freely tell incident after incident of an issue that is currently hot, the latest issues regarding legal, social, politics and criminality Crime, corruption and legal policies that exist in Indonesia and are discussed in society and have resulted in open discussions have become one of the programs favored by the Indonesian people.

These qualified resource persons will express their opinions to each other in accordance with the discussion, it is not uncommon for the resource persons presented to argue with each other about the themes discussed because of differences of opinion between the resource persons. This makes this program different from others because it does not discuss a problem from one side only but from various sides based on the mindset of the resource persons. In addition to having quality sources, this event also has an interesting concept of a place that is different from other programs, namely the place where the event takes place has a concept like a room like in a restaurant with round or rectangular tables and chairs. This table will be filled by the speakers presented.

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