Warning Signal

ANNUAL REPORT OF ALLIANCE OF INDEPENDENT JOURNALISTS
(AJI) 2011

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Introduction

TOWARD the year 2011, a journalist was killed in Kisar Island, Southwest Maluku. He was known as Alfrets Mirulewan, Editor in-Chief of Pelangi weekly. Alfrets was reportedly killed in the line of duty following failed efforts to make news coverage on fuel smuggling. Declared missing for three days, his body was found floating on the waters near Pantai Wonreli Harbor, Kisar Island, on 17 December 2010.

Nearly six months earlier, we heard about the death of Adriansyah Matrais, a journalist at Jubi Tabloid, Jayapura. A report states that he had received terror through SMS. Following his two days of disappearance, people found his body floating on Gudang Arang river, Merauke, on 30 July 2010. Allegedly killed, the primary cause of his death remains unknown until today.

We also noted the death of Anak Agung Prabangsa two years ago. The journalist of Radar Bali was discovered dead after five days of missing. His body floated on the waters near Padangbai beach, Karangasem, Bali, on 17 February 2009. Prabangsa was murdered for his attempts in investigating a corruption scandal of a school development project in Bangli, Bali. From the cases come the facts: following 12 years of reform, the state has yet to offer complete protection over journalists.

AJI noted that 51 cases of violence were committed in 2010 in which journalists became victims of beatings, assault, and killings. The statistics was higher than it was two years earlier. A journalist of Sun TV, Ridwan Salamun, for instance, was dead following abuse by the crowd during coverage of people clash in Tual, North Sumatra.

Given the various cases, there are several tendencies that can be put into consideration. First of all, serious violent acts, not to mention murder, are often occurred in areas that are situated far from the center of power. Violence pointing to deaths happens as the journalists are trying to uncover corrupt practices or manipulated power done by local authorities.

The stabbing of Banjir Ambarita, a VIVAnews journalist, in Jayapura, Papua, on 3 March 2011, for instance, is still covered with mystery. Second, the solved case has only appeared on the death of Anak Agung Prabangsa in Denpasar, Bali, the mastermind behind the homicide was given life sentence. Apart from the hardwork of Bali Police Department, the investigation into the case was also supported by the Alliance of Independent Journalists in Denpasar.

It is worrying enough to realize that other cases may as well be put aside if not be resulted in impunity. For instance, the Alfrets case does not go anywhere as a number of witnesses doubted that the apprehended suspects are Alfrets' murderers. In the case of Ridwan Salamun, the perpetrators were only sentenced to nine months of imprisonment.

The said facts lead AJI to have the annual report this year entitled "Warning Signal". The increase in violence, mainly concerning buried cases of journalist killings as well as abuse, beatings, intimidation and terrors, has directed press freedom in Indonesia to a serious danger.

The freedom of the press is not only threatened by

regulations that may send journalists to jail. For instance, the Penal Code still keeps articles on defamation; Draft Bill on State Secret holds vague future; several bills on intelligence and national security also pose threats against journalists. What is more, journalists are now being intimidated by Draft Bill on Information Technology Crime.

The warning signal for press freedom can be traced to reports made by international monitoring agencies. In 2010, Paris-based Reporters Sans Frontier (RSF) ranked Indonesia 117 out of 178 countries. Compared to its ranking in 2009, which was 101, Indonesia has tumbled more. Despite being a good example in Southeast Asia, Indonesia is still behind Timor Leste, which gains 94th position. Meanwhile, Washington-based Freedom House rated Indonesia 52. It was the lowest point within the last nine years. And throughout the period, the nation could still not manage to be predicated "free."

The annual report also notes the wake of media industry in the archipelago. Media social hype – as far as Facebook and Twitter are concerned – and the improve in infrastructures on information technology have helped Indonesia be a promising market for the media industry. It will also highlight issues on the rising percent of internet and smartphone users in that people now have new channels in obtaining news, data and information.

Nezar Patria

President of AJI

CHAPTER I
Warning Signal

2010 is a year of warning signal for journalists.

—President of AJI, Nezar Patria, 2010 year-end note.

THE message attached on BlackBerry Messenger (BBM) and mailing lists Monday morning, 6 June 2011, was unusual: several media received coffins. Around 7.30 a.m. the packaged arrived at The Jakarta Post office. Some other notable media such as Tempo, Kompas, Metro TV and SCTV were also sent the similar coffin. The coffin was made for children. A note with the popular phrase "Rest in Peace" was included in the inside. Along with the memo, there was a white rose, and a variety of flowers. All packages were forwarded using ambulance.

Rumors and speculations as to what intention the packages were distributed surfaced. Was the media subjected to a new style of terrors – in addition to the classic models as extensive as killings, intimidations, lawsuits? Could the action be tied to the statement made by Indonesian Vice President Boediono saying that the media should reduce 'noise[s]'? There was also a demand to verify whether or not the seven media receiving the packages were those ever sued by Mr T due to massive

coverage on his activities as alleged casino owner? A member of a mailing list posted a comment: "It was a horrifying terror."

The packages were not seen as part of terrors by many. Some reminded the media to be introspective and to enforce self-criticism. In fact, more published stories are deemed inaccurate, biased, or even insolent.

However, the speculations and rumors were only premature. Few hours later after the fuss, it turned out that the coffin matter was only part of a marketing strategy[1]. The sender was a writer who was soon to re-launch a book on marketing. Despite the finale to the guesswork, most people were in no doubt of commenting on the strategy as exaggerative and tactless.

Given the array of commentaries and talks in the mailing list, there is an impression that the first half of 2011 still gives place for trauma in that advocates of freedom of the press have in mind records from the year 2010, which brought distress.

Unpromising publication was circulated. The log shows that three journalists were killed along 2010. Those deaths are believed to have had to do with their profession as journalist. In the history of the national press, 2010 marked the darkest period as more killings were committed against journalists. As a result, the Committee to Protect Journalists (CPJ)[2] lists Indonesia fifth most dangerous country for journalists.

Killing is not the sole reason of why the year 2010 marks the most terrible phase in the national press history. Based on data from the Advocacy Division at the Alliance of Independent Journalists (AJI), 47 cases of violent acts were committed

1 The first message on this issue was posted in ajisaja mailing list – which internally accommodates members of AJI – on 9.20 a.m. The clarification that the coffin delivery was only part of marketing strategy was out to public on 10.10 a.m.

2 Tempo Interaktif, CPJ: Indonesia listed top five most dangerous countries for journalists, 6 January 2011.

against journalists in 2010, a rise of 10 cases compared to 2009.

The poor statistics leads to the downgrade in ratings on press freedom in Indonesia through which such international ratings agency as Reporters without Borders/Reporters Sans Frontière (RSF) and Freedom House provide their evaluations.

I.1 A Year of Bloodshed for Journalists

Throughout 2010, at least five journalists died. They include a journalist of *Pelangi* weekly, Alfrets Mirulewan; a journalist of Sun TV, Ridwan Salamun; a journalist of Merauke TV, Ardiansyah Matra'is; a journalist of Kompas at Kalimantan Bureau, Muhammad Syaifullah; and a journalist of Sriwijaya Post, Asep Pajario.

Alfred, Ridwan, and Ardiansyah were murdered because of their profession as journalist[3]. The cause of Muhammad Syaifullah's death is still in the vague albeit the police argued that he passed away from an illness. In the case of Asep Pajario, he was not murdered by virtue of his profession as journalist[4].

3 Kompas journalist Muhammad Syaifullah was not supposedly dead of any health ground. People found the body lying on the ground wearing t-shirt and sarong with mouth full of foam. His hand held a TV remote control. A bottle of syrup was discovered near the body. A glass of syrup was also found there. Not far from the glass, nonprescription medicine called Bodrex was spotted. His colleagues said Syaiful has no serious record of illnesses. In a press release entitled Journalist who covered environmental issues found dead, 26 July 2010, RSF called on the police to conduct investigation into the death of Muhammad Syaifullah and "do not prematurely rule out the possibility that he was murdered in connection with his work." Kompas wrote a story on 26 July 2010 quoting the police that the victim had long been suffering from varied illnesses, one of which was hypertension. Police investigation found out that his brain suffered from hemorrhage. Blood clotting was discovered in his heart and kidneys. Police reasoned that it was common for people dying from a heart attack to have foamy mouth. The serious bleeding in his brain caused the tongue to be drawn back, suffocating him. "Oxygen couldn't move in to the lungs causing the victim to die with foamy mouth," said Chief of Medical Affairs and Health at East Kalimantan Police Department, Chief. Comm. Dr. Djoko Ismoyo.

4 A journalist at Sriwijaya Post, Arsep Pajario, was found dead in his house in Citra Dago Komplex Block D No.9, Palembang, South Sumatra, on 17 September 2010 at 2 p.m. local time with the body

The killing of Ardiansyah Matrais and Merauke elections

A month before the killing took place, the family of Ardiansyah noticed his unusual behaviors. He more often than not kept in solitude inside his room reading the Quran. He turned to be a man of obedience[5]. It was not clear enough the reason of that transformation. Source from the AJI of Jayapura said Ardiansyah did not act normally since he had met a person around one month prior to his death. To the family, the man introduced himself as Ardiansyah's friend in the university.

Two months prior to his departure, Ardiansyah often received SMSes of terrors from unidentified numbers. He used to receive the texts between midnight and wee hours. Yet, he always deleted the kinds of texts right away. In the same, other journalists in Merauke also received the similar texts[6].

SMSes of threats were around as the elections to choose regional head were nearing in Merauke by the end of July 2010. A terror SMS, for example, was sent as soon as the media in Merauke published stories on the destruction of campaign banners that one of the candidate's campaign team installed.

Lala, a journalist of print media in Merauke as well as a correspondent at Bintang Papua daily in Jayapura, Papua, for example, said she also received some SMSes of death threat. "I didn't only receive it only once," she said. The sender uses

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almost rotten. Mosquito repellent was discovered beside the body. Three days after the killing, police arrested a friend of his named Stefi Andila Panjaitan. He admitted that Arsep was strangled for 10 minutes. He then made as if the killing was a suicide attempt by placing mosquito repellent on the body's side. Stefi committed the murder because of a personal reason. Stefi said Arsep wanted him to return the money he stole worth Rp300,000. Police later revealed that the murder took place since Arsep refused the call to have sex with Stefi, the gay mate. Panel of judges sentenced Stefi with eight years of imprisonment on 7 March 2011.

5 Press release by AJI Jayapura, Ardiansyah Allegedly Killed, 28 August 2010.

6 Press release by AJI Indonesia, AJI Urges Police to Look into the Death of Ardiansyah Matrais, Journalist of Merauke TV, 20 August 2010.

the number 081330013819. The culprit had called her several times, but Lala's calls were never answered.

The initial SMSes of terror were sent on 27th of July around 7.30 p.m. local time. A text says, "Smile politely to everyone you meet. Show them those ear-to-ear smiles, miss, for who knows you might breathe your last breath on this land of Papua which will soon gain independence."

Earlier, Lala thought that the sender was a fellow journalist. Nonetheless, she then had another faith as the next SMSes accentuated the level of seriousness the previous SMS bore.

At almost the same time, the editor in-chief of Papua Selatan Pos daily, Raymond, received the kind SMS of terror. One of the incoming messages says: "The war is about to begin. The crowd is ready. One by one, we will butcher the people. There will be bloodbath in Merauke. Police and the Indonesian Military can do nothing. Ha ha ha. To every journalist of coward, don't ever dare to play with fire if you don't want to get burnt. Fire will burn your body, completely. If you want to earn a living, don't make any move. We have every data of you. Be prepared to die. Ha ha ha."

Raymond disregarded the SMSes in the first place. But after a while, he found out that more fellow journalists said they received the similar threat as Raymond did. Raymond and other Papuan journalists agreed to file report to the police.

Did Ardiansyah receive the kinds of SMSes, and deleted them soon after they popped up on his cellphone display? There is no clear answer to that. According to the investigation that AJI of Jayapura conducted, the late Ardiansyah was still seen alive on 28 July 2010 around 1 p.m. local time. He said that he would meet someone to his closest friends. But he did not mention the exact location of the meet-up. Clearly, after the meeting with the unknown contact, Ardiansyah never got

home or met his friends. Several days later on 30 July 2010, his body was found floating on Maro River, near Gudang Arang, Merauke[7]. His motorcycle was also spotted unattended close to a bridge of the same river[8].

In its preliminary report, the Merauke Police and Papua Police mentioned no indication of acts of violence was found on his body[9]. The statement indeed alarmed journalists as well as human rights defenders. The reason for this is that there was evidence on the scene. In fact, a month after Ardiansyah's death, police investigation was not promising.

Tens of journalists gathered and marched toward Papua Police office from Provincial House of Representatives building on 23 August 2010. The protesters called on Chief of Papua Police, Ins. Gen. Bekto Suprapto to be replaced if the investigation of Ardiansyah's death came to a dead end[10].

The odd thing revealed during the probe was that no compatibility between the report provided by Papua Police and one made by the National Police HQ in Jakarta. The

7 Based on the investigation AJI Jayapura conducted, the information about the position of Ardiansyah's motorcycle, which was reportedly found near 7 Wali-Wali bridge, is not identical.

8 Based on the investigation AJI Jayapura conducted, the information about the position of Ardiansyah's motorcycle, which was reportedly found near 7 Wali-Wali bridge, is not identical. It is a steel-framed bridge of 565 meters in length spanning over the Maro River, situated seven kilometers away from downtown Jayapura. According to a source at Merauke Police Department, the motorcycle was spotted there around 4 p.m. However, several truck drivers from Semangga District did not see any motorcycle at that time of day, saying they instead saw one at 6 p.m. local time. The motorcycle was parked by the bridge, showing no single damage. Based on other information, a number of motorcyclists passing by the bridge on the same day were sure they did not see any motorcycle around at the designated time. On the other hand, they said they saw a drunken man waving his shirt at them, trying to stop the entourage. The man stood exactly on the spot where Ardiansyah's motorcycle was reportedly found around 7 p.m.

9 Antara news agency, Papua Police Dept. Probing into Ardiansyah's Death, 31 August 2010. Chief of Papua Police Ins. Gen. Bekto Suprapto said the autopsy report emphasizes the death as not having tracks of abuse. An examination of the body's lungs discovered that Ardiansyah died in the water. Nonetheless, investigators are still looking into the possibilities of whether or not Ardiansyah the victim of killing.

10 Papua Pos, Replace Papua Police Chief!, 24 August 2010. During a protest, journalists insisted to talk directly with the Police Chief or his deputy. However, Deputy Police Chief, Brig. Gen. Arie Sulistyo, who was available, refused to see the journalists. "This is the proof that Papua police are ignorant of the case which causes Ardiansyah to die," said AJI Papua Chairman, Viktor Mambor.

National Police stated that there were traces of violent acts on Ardiansyah's body. The first time his body was found, the tongue stuck out. Bruise was seen on the back of his head. One of the teeth fell out. This report was similar to AJI of Jayapura's, emphasizing allegation of violent acts toward Ardiansyah prior to his death.

The National Commission for Human Rights (Komnas HAM) set up an investigation team of six persons to look into the case. Members of Komnas HAM of Jakarta and Papua joined the team. Early finding shows that Ardiansyah's death was closely related with the Merauke regional elections[11]. Still, until May of 2011, the case seems to be as stagnant as ever[12].

Two versions of stories behind Ridwan Salamun's Death

"Fellow journalists in RCTI said a contributor of MNC network (Sun TV) in Tual, Southeast Maluku, Ridwan Salamun, was killed this morning by a crowd. The death in chronological order is being readied by Sun TV colleagues."

The message was sent by a journalist through a mailing list attributed to the Alliance of Independent Journalists (AJI) on 21 August 2010 at 10.46 a.m., less than an hour after the incident in Tual, 2,000 kilometers away from Jakarta, happened[13].

Ridwan Salamun was killed in the line of duty at around 8 a.m. local time, or 10 a.m. Jakarta time, as he covered a clash between the people of Banda Eli Complex and Mangun Hamlet, in Fiditan Village, Tual, Southeast Maluku. Witnesses

11 Vivanews.com, National Commission for Human Rights: Death of Merauke TV Journalist Connected to Regional Elections?, 25 August 2010.

12 VOA News, AJI: Journalist Killing Must be Fully Solved, 3 May 201

13 Press Release by AJI: AJI Condemns Civil Violence Causing Death of Journalist, 21 August 2010. The press release was distributed at 6.40 p.m.

said Salamun stood between the conflicting masses as he was trying to shoot video of the clash. It was during the fatal moment that some people of Mangun Hamlet attacked him in group. He was stabbed in the neck and back[14]. Ridwan collapsed on the street for some time before he was taken to the hospital. The attempt ended to no avail as he died on their way to the hospital.

Police did not waste any time. An investigation team was deployed. Earlier, no one in the incident dared talking. It was not until 24 August 2010 that police named a suspect of which initial was IR. He was from Fiditan Village. The suspect was named after police questioned more than 10 witnesses from the two opposing villages[15]. Thirteen others were also named suspects. However, police only declared three as suspects and were brought to court.

Prosecutors contested Hasan Tamnge, 28, Ibrahim Raharusun, 38, and Sahar Renuat, 21, with 8 months in prison. In fact, attorneys gave them abuse and killing charges. The indictment was seen by many as being to minor. There was a concern that the defendant may be acquitted, which came true on 9 March 2011 as panel of judges at Tual District Court, Maluku, found that the three were found not guilty. According to the judges, the three defendants were released because no evidence of both persecution and killing was found[16]. Protests and acts of solidarity toward Ridwan Salamun were held in several regions.

The core problem lies on the circulation of two versions of stories on Ridwan Salamun's untimely death. A journalist

14 Kompas.com, SUN TV Contributor Killed in Riot, 21 August 2010.

15 Solopos, Police Names Suspect on Ridwan Salamun's Case, 24 August 2010.

16 Okezone, Defendant on Ridwan Salamun's Killing Acquiited, 9 March 2011. According to head of panel of judges, Jimy Wally, both primary and subsidiary indictments for the three defendants were found not proven.

association stated that Ridwan Salamun was trapped in the clash during the coverage. However, the second version was against the first, underlining the fact that Ridwan Salamun was involved in the clash. The attorneys had faith in the second version of story, enabling them to put minor charges against the defendants.

Chief of the prosecutors, Japet Ohello, cited Ridwan as involving in the clash instead of being unintentionally dragged into it. In Ohello's opinion, Ridwan and tens of villagers of Kampung Banda Ely walked up to Kampung Baru Mangon, which is only bordered by a village road, at around 7 a.m. local time on 21 August 2010. Hasan Tamnge, a resident of Baru Mangon, said Ridwan Salamun, being accompanied by six villagers of Banda Ely, aimed a long cleaver at his neck. Hasan fell down with the cleaver still stuck in his neck. Ridwan tried to take the cleaver off the neck. However, Ohello said, Hasan was in defense position by holding the cleaver. Both men fought hard to get possession of the cleaver. Due to the incident, Hasan's three fingers were almost detached.

During the fight, Hasan happened to hit Ridwan's brow with a pipe that he held, causing Ridwan to let go off the cleaver. As Ridwan tried to step back, Hasan again hit Ridwan in the waist. Ridwan stumbled into a pile of soil and fell down. It was during the time that the three defendants and other inhabitants of Baru Mangon overran Ridwan[17]. As Ridwan collapsed on the ground helpless, no one dared to approach. An hour later he was transported to Langgur hospital, five kilometers away from Fiditan Village. Ridwan was gone at 9.45 a.m. local time.

Maluku Media Center (MMC), advocate of the case, denied the story that attorneys offered. According to MMC Coordinator, Insany Syabarwaty, Ridwan was hit by sharp and

17 Tempo magazine, Journalist 's Killer Gets Minor Charges, 28 February 2011.

blunt objects causing him to die from stabbing in the head and chest. According to Insany, Hasan's version of story was not in line with other evidence. In the dossier, Hasan said both his hands were injured from snatching the cleaver from Ridwan's possession. "But Komnas HAM found that Hasan's hands were not wounded. There was a scar however behind one of his ears," said Insany[18].

Komnas HAM Chief of Maluku Representative, OT Lawalatta, in a press conference on 8 April 2011 in Ambon, said that Ridwan's camera had been on since he left home, taking into account the short distance between his home and the scene. Komnas HAM denied the statement made by the attorneys that Ridwan was not killed in the line of duty. The evidence was secured by one of legal entity in Ambon. The attorney's office finally proposed a cassation appeal over the free verdict[19].

Lawalatta has another curiosity about Ridwan's death. According to him, there was a chance that Ridwan was slaughtered for knowing too much about a case on illegal fishing and drugs dealing which allegedly involved police officials in the area. Moreover, Ridwan's wife, Nurfi Saudah Toisuta, went on to say that her late husband was once targeted as victim of bribery worth Rp200 million as regards drugs dealing case involving police officials of Southeast Maluku Police[20].

Alfrets Mirulewan and Fuel Accumulation Investigation

Leksi Kikilay, a journalist of Pelangi weekly in Maluku,

18 Tempo Interaktif, Defendant on Sun TV Journalist Killing Acquitted, 9 March 2011. See http://www.tempointeraktif.com/hg/hukum/2011/03/09/brk,20110309-318728,id.html

19 Tribunnews.com, Attorney Prepares Cassation Statement on Ridwan Salamun Case, 5 April 2011. http://www.tribunnews.com/2011/04/05/jaksa-siapkan-memori-kasasi-perkara-ridwan-salamun

20 Koran Tempo, Ridwan's Team Has New Witness and Evidence, 9 April 2011.

recalled the final days prior to the death of his colleague, Alfrets Mirulewan. It was 14 December 2010. He was already asleep. Around 11.30 p.m. local time, his cellphone rang. It was Alfrets on the phone. He wanted Leksi to keep company with him in probing into fuel scarcity. "Can I have your company to the harbor?" said Alfrets. Leksi replied, "sure."[21] Before long, the met each other, and headed toward Pantai Nama harbor.

In the harbor, Leksi and Alfrets saw LCT Cantika 01 approached the dock to unload fuel. Not long after, a yellow and green truck passed by. Alfrets followed the truck which carries away the fuel. An hour later, Alfrets returned and asked, "How can I operate this camera?" It appeared that Alfrets intended to take pictures but failed due to camera error. Leksi examined the device. It turned out that no batteries were there to supply power.

As both men busy discussing about the problem, an officer of Coast and Marine Guard Force (KPLP) named Giovani Assan approached and asked them to leave the venue as soon as possible with no clear reason. At the same time, the truck went back into the harbor. Despite going out of the vicinity, Alfrets and Leksi interviewed Giovani.

Leksi said the interview went smooth. However, it happened that Giovani once in a while produced high tones as if he were uptight. Leksi suggested Alfrets to proceed with more interview the day after. It was 3 a.m. "Let's get home. It's late," said Leksi. Alfrets said yes. He drove Leksi home. Leksi only entered his house upon seeing Alfrets went off on his motorcycle. Yet, Leksi remained uninformed whether Alfrets went home or returned to the harbor. It was the last time that Leksi saw Alfrets alive.

21 Investigation team of Maluku Media Centre: Investigation Report of Death of Alfrets Mirulewan, Editor in-Chief of Pelangi Maluku, 5 January 2011.

Three days later, around 3 a.m., Elvis Mahulette found Alfrets' body floating around near Pantai Wonreli harbor, Kisar. The body rested on the water seven meters away from LCT Cantika's hull[22]. The water was motionless. The first witness said Alfrets' body seemed to have instantly emerged from the water.

Police captured five suspects. However, the journalists in Kisar were in doubt if the suspects were the true culprits. Last April, police sent the brief legal submissions to Maluku High Attorney's Office. However, the Attorney's office returned the submissions to Maluku Police for revisions[23].

Different Government, More Killings

During the New Order era, the killing case against journalist that had mostly drawn the interest of many parties was one having Fuad M. Syafruddin a.k.a Udin, a journalist at Bernas daily, Yogyakarta, as the victim. On 13 August 1996, at 6 p.m., three unknown men visited Udin at his home. He was then beaten up before his wife and children until he lost consciousness. He was taken to the hospital. Three days later, he passed away[24].

After his death, more cases on the death of journalists were listed. Committee to Protect Journalists (CPJ) recorded the killing of Sayuti Bochari, a journalist at Pos Makassar weekly. He was found dead with head

22 Testimony of Jhon R. Rumatora, an officer of KPLP Pantai Nama, in Investigation Report of Death of Alfrets Mirulewan, Editor in-Chief of Pelangi Maluku, 5 January 2011.

23 Ambon Ekspres, Cassation Statement Sent to AGO, publication date unknown, downloaded from http://www.balagu.com/Putusan%20Bebas%20Terdakwa%20Pembunuhan%20Salamun%20%20Memori%20Kasasi%20Dikirim%20ke%20Kejagung

24 Several evidence are enough to solve the case. A number of articles that Udin wrote underscore issues on corruption cases in Bantul which was at the time helmed by a colonel. However, law enforcers denied the indications. The first suspicion went to Sri Roso Sudarmo, the Regent, who still has familial relationship with the late Soeharto. However, as Soeharto was ousted from his power in 1998, the case remained untouched. In fact, a police officer who had allegedly removed evidence was not properly processed. The killing was then history. In April 2010, the case had been 14 years old, the final limit stipulated in the Penal Code for a criminal case. Since then, the case is listed 'dark number.'

and neck wounds on 9 June 1997 in Luwu Village, around 480 kilometers north of Makassar, capital of South Sulawesi. Sayuti's motorcycle was untouched near the body. Sayuti's family believed that the wounds were traces of abuse.

Prior to his death, Sayuti wrote several stories on a local official who allegedly embezzled fund of poverty eradication program. He also covered issues on illegal logging which involved village heads. The stories were put as headlines on Pos Makasar on 1 June 1997. Pos Makassar editor in-chief, Andi Tonra Mahie, believed Sayuti's death was connected to his investigation on local corruption cases. On the contrary, police were convinced that he was dead of traffic accident[25].

In the same year, on 25 July 1997, a reporter at Sinar Pagi daily, Naimullah, was found dead with mutilated body at his car in Penibungan Beach, around 90 kilometers north of Pontianak, capital of West Kalimantan. Stab wounds were in the neck. Bruises were over his head, brow, chest, and wrists.

Several days later, plenty of newspapers wrote that Naimullah focused on illegal logging issues in Kalimantan prior to his death. Witnesses testified that the late Naimullah was lastly seen talking with four men, one of which was an employee at the company which was tightly alleged in the illegal logging. CPJ's investigation shows that, after having conversations with local journalists, Naimullah was likely killed for reporting police's involvement in illegal logging[26].

Naimullah's case in 1997 was not the ending of the many killings of journalists in Indonesia. In the aftermath of 1998 period, just as the wind of change blew freely to the country, journalist killing is still a repeated pattern. After the reform era, the national press gained more freedom in the newsroom. Yet, journalists' safety was not in the list.

25 Resume Sayuti case was downloaded from http://www.cpj.org/killed/1997/muhammad-sayuti-bochari.php

26 Resume of Naimullah case was downloaded from http://www.cpj.org/killed/1997/naimullah.php

In 2003, there were two cases of journalist killings: the killing of Mohamad Jamal, a journalist at TVRI of Banda Aceh, and the murder of senior journalist of RCTI, Ersa Siregar. The Committee to Protect Journalists listed the cases in different categories. The Jamal case was categorized motive unconfirmed[27]. Of 10 cases of journalist killings in Indonesia, Jamal case is the only one labeled as such by CPJ.

Jamal's body was found by people on 18 June 2003 under Krueng Cut Bridge, Banda Aceh, Nanggroe Aceh Darussalam[28]. Both of his hands were tied by a rope on his back. He only wore underwear.

Jamal was missing for a month. A number of his colleagues said prior to his death, several unknown men picked him up at his office in Mata le, Banda Aceh, on 20 June 2003.

Ersa Siregar was shot to death during gunshots between the Indonesian Military and Free Aceh Movement (GAM) in Simpang Ulim, East Aceh, Nanggroe Aceh Darussalam, on 29 December 2003. He was shot after being held as a hostage with RCTI cameraman Ferry Santoro, a driver Rahmadsyah and two other civilians. The civilians riding on the same vehicle with Ersa from Langsa, East Aceh, to Lhokseumawe, North Aceh, were wives of Indonesian Military officers named Farida and Soraya[29].

Out of the five hostages, Ersa was the only one losing his life. Four others were unhurt. Ferry was only released 11 months later on 17 May 2004

27 CPJ categorizes killings that it investigates in two: motive confirmed and motive unconfirmed. A case is labeled motive confirmed if CPJ believes that a journalist is killed as a consequence of his/her profession. On the other hand, a case labeled motive unconfirmed if it does not lead to a clear solid ground in that the killing in line with one's work as journalist is still possible.

28 CPJ does not mention about the exact day Jamal died. In http://www.cpj.org/killed/2003/mohamad-jamal.php, it is written that Jamal, 30, a cameraman for the Indonesian state broadcast network TVRI, was kidnapped on May 20 by unidentified gunmen at his office in Banda Aceh. A military spokesman told Reuters news agency that Jamal's body was found in a river on June 17. Other witnesses said that Jamal's eyes and mouth had been covered with duct tape, his hands bound with a nylon cord, and that a noose lashed to a boulder was tied around his neck. Indonesia's military has denied any involvement in Jamal's murder and accused him of being sympathetic to the Free Aceh Movement GAM rebels. Detik.com published the related story on 18 June 2003 which mentioned that Jamal was found dead by local people on 18 June 2003.

29 Tempo Interaktif, Ersa Siregar Shot Dead in Aceh, 29 December 2003.

through the intervention of the International Committee of the Red Cross following the delays of his liberation to twice[30].

After Ersa, there was Elyudin Talembanua. Elyudin, closely called Bang Ely, disappeared since 29 August 2005. He told his wife Elissa Sederhana Harahap that he was about to be on duty around Teluk Dalam for a couple of days. Leaving his home on Jalan Yos Sudarso, Saewe Village, Gunungsitoli subdistrict, he brought with him his usual work equipments. Since then on, he never came back. His body was not found. CPJ, once deployed a team to verify the case, listed Elyudin as the missing journalist[31].

The following year, a killing occurred in Probolinggo, East Java. The victim was named Herliyanto, a freelance journalist at Radar Surabaya daily. He was found dead on a footpath in a teak tree area, Klenang, Tarokan Village, Banyuanyar, Probolinggo, East Java, on 29 May 2006. People and police could identify him as journalist from his ID.

Based on an autopsy report from Probolinggo hospital, Herliyanto died of sharp object penetration. He was wounded in his stomach, nape and upper head. Police assured that the killing of Heriyanto was not due to robbery because he did not lose any of his belongings.

After three years of hiatus in killing series, the story about the death of a journalist at Radar Bali daily, Anak Agung Prabangsa, on 16 February 2009, gave real shock[32]. The body was found floating on Bias Tugel Beach,

30 Bali Post, Ferry Santoro: Sleep on Plastic Bags, Eat Once Every Two Days, 20 May 2004.

31 CPJ on Elyudin, see http://www.cpj.org/reports/2008/02/journalists-missing.php

32 Prabangsa's family and Radar Bali daily filed a report on Prabangsa's disappearance to Denpasar Police Department as the man had been missing since 11 February 2009. Oddly, his motorcycle was found parking in his hometown in Taman Bali, Bangli Regency. The family of Prabangsa confirmed about his short arrival. He then left the home without saying anything until his body was discovered on Lombok Strait near a beach in Karangasem Regency. Earlier, police did not indicate that the killing was in line with the work Prabangsa did as journalist. Later, police got new information as Prabangsa's colleagues told what they knew about him. It was found out that the victim often received threats. Police connected the death with stories that Prabangsa ever wrote on, among any others, a development project in Bangil Education Agency worth Rp4 billion. The finding led police to a semi-built home on Jalan Merdeka, Bangli, of which owner was Nyoman Susrama, who then was named suspect. Police spotted a pants with blood stained belonging to one of the suspects. Police also saw blood stains in a Kijang vehicle. The suspicion

Padangbai Village, Karangasem, Bali. The body of the 45 year old reporter working for media giant Jawa Pos was spotted by a Ship Captain of Perdana Nusantara at 9.40 a.m. local time.

In the beginning, the police were reluctant of looking into the case as having tied to Prabangsa's profession. However, further investigation showed that the killing was related to several stories that Prabangsa ever wrote including a development project worth Rp4 billion (Bangli Education Agency). The finding led the police to a semi-built house on Jalan Merdeka owned by a politician of the Indonesia Democratic Party of Struggle, Nyoman Susrama. He was later named suspect on the case and given life sentence.

The killing of Prabangsa has helped Committee to Protect Journalists (CJP) list Indonesia one among 20 most dangerous countries for journalists[33]. This has equaled Indonesia to Nigeria, Venezuela, Nepal and Turkey with one killing each. In 2009, the most dangerous country was Philippines with 33 cases of journalist killings followed by Somalia (9), Pakistan (4), Mexico and Russia (3), Afghanistan and Srilanka (2).

The Prabangsa case was not yet the end for the killings of journalists in Indonesia. The next year, Indonesia was listed top five of the most dangerous countries for journalists[34] because three more killings were registered. There were five killings in fact. But three out of the five cases have been confirmed – including by CJP. In 2010, Pakistan was dubbed the most dangerous country for journalists with 8 cases followed by Iraq (4), Honduras, Mexico and Indonesia (3), Thailand, Nigeria, Somalia, Angola, Afghanistan and Philippines (2).

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grew stronger as police lab examined the blood sample and found that it was AB, Prabangsa's blood type. On 25 May 2009, police named Susrama and six others – including Komang Gede, Nyoman Rencana, I Komang Gede Wardana a.k.a Mangde – as suspects. "They were ill-willed about him [Prabangsa]," said Chief of Bali Police Department, Teuku Asikin Husein. According to the police, based on suspects's confession, Prabangsa was killed at Susrama's house in Banjar Petak, Bebalang, Bangli, on 11 February 2009, prior to being dumped to the sea. In a trial on 15 February 2010, panel of judges gave Nyoman Susrama a life sentence.

33 Reuters, Pakistan deadliest nation for journalists, group says, 15 December 2010.

34 Tempo Interaktif, CPJ: Indonesia Listed Top Five Most Dangerous Countries for Journalists, 6 January 2011. Out of 44 killed journalists, eight were in Pakistan. Behind Pakistan were Iraq, Honduras, Mexico and Indonesia.

I.2 More Terrors and Threats

Since the reform era, the statistics of violent acts against journalists in Indonesia[35] has yet to resume to its pre-1998 era. During the authoritarian regime, in which the media was strongly controlled and monitored, cases on violent acts against journalists were less. On the tip of the New Order era in 1996, only 13 cases of violent acts against journalists were listed. The next year in 1997, the era during which the New Order lost more power, the number of cases hiked to 43.

A year later, the regime was finally ousted after 30 years of administration. 41 cases were listed in 1998, 1999 (74), 2000 (122), and 2001 (95). Years later, fluctuation was on and it never came back to the statistics recorded in 1996. In 2004, there were only 27 cases, 2005 (43), 2006 (53), 2007 (75), 2008 (59) and 2009 (37). Based on data of AJI and Press Legal Aid Agency, the number of violent acts against journalists in 2010 was 51, a rise of 14 cases compared to the previous year[36].

President of the Alliance of Independent Journalists (AJI), Nezar Patria[37] cited violent acts against journalists in 2010 marked a warning for the national press. The escalating number of violence was triggered by several factors. Impunity is held the most accountable of all causes for as long as law is concerned criminals are likely released of their legal liability. The said practice takes sides with perpetrators of violent acts against journalists. Since legal issue puts no effect against journalist

35 Nine elements are at least categorized abuse against journalists from which South East Asia Press Alliance (SEAPA) gains reference. The categories include: (1) killing, (2) imprisonment, (3) assault, (4) abduction, (5) censorship, (6) displacement, (7) harassment, (8) threat, or (9) lawsuit.

36 AJI and Press Legal Aid Agency(LBH Pers) apply different methods of recording of violence against journalists. In a preliminary data that AJI prepares, the number of cases is 47, while LBH Pers 66. The difference lies on several criteria that can be considered violence against journalists. However, the difference is also a result of double records of the same case. The writer combines reports from AJI and LBH Pers to prepare this annual report.

37 Vivanews.com, AJI: 2010, Warning Signal for Violence against Journalists, 17 June 2011

abuse, Coordinator of AJI Advocacy Division, Margiyono, said[38], no deterrent effect and education will take place.

Tabel: I.1 Anatomy of Journalist Abuse in 2010

Types of abuse		Perpetrators		Scenes		Time	
Killing	4	Party cadres and legislative candidates	2	Jakarta	8	January	4
Displacement and coverage ban	7	Attorneys/judges	1	Banten	1	February	6
Censorship	3	State officials	9	South Sulawesi	3	March	6
Physical assault	16	Unknown	7	Southeast Sulawesi	2	April	-
Lawsuit	6	Indonesian Military	2	Gorontalo	3	May	6
Device impairment	2	Mass organization Forum Betawi Rempug (FBR)	1	West Kalimantan	3	June	4
Threats and terror	6	Police officers	6	Ce ntral Java	2	July	9
Motive unconfirmed	1	Thugs	2	East Kalimantan	1	August	3
Demonstration and mass protests	2	University Students	2	East Nusa Tenggara	1	September	4
Vandalism	4	Crowd	3	West Nusa Tenggara	1	October	3
		Entrepreneurs	4	Yogyakarta	3	November	2
		Security officers	2	East Java	3	December	4
		Doctors	1	West Java	1		
		Individuals	3	West Sumatra	1		
		FPI	1	North Sumatra	4		
		Regional parliamentary members	1	Nanggroe Aceh Darussalam	2		
		Public order officers	1	Riau Islands	1		
		Front Pemuda Kaili	1	Jambi	1		
		Youth organization	1	Bali	1		
				Papua	2		
				Maluku	1		
				Southeast Maluku	1		
				Southwest Maluku	1		
				South Sumatra	2		
				Southeast Sulawesi	1		

The occurrences in 2010 were mostly similar to the ones

38 Tempo Interaktif, AJI: Impunity Helps Increase Violence against Journalists, 6 January 2011

taking place the year earlier. In 2009, most journalists dealt with physical abuse, 15 out of 37 cases. In 2010, 16 out of 51 cases were physical abuse. Journalist killings were also listed. Compared to 2009 with one killing, the cases in 2010 rose to three.

Jakarta in 2009 was on the top list with regard to crime scenes. Six out of 37 cases were committed in Jakarta. Violent acts against journalists in East Java were also in parallel with ones in Jakarta with six cases. In 2010, the situation remained. Jakarta still controlled the first position with eight out of 51 cases. North Sumatra followed with four cases in 2010 while South Sulawesi, Gorontalo, West Kalimantan, Yogyakarta and East Java scored three each.

Most cases were committed by state officials with nine cases in 2010. Unknown perpetrators followed with seven cases. In 2009, state officials were involved in seven out of 37 cases, followed by politicians with four cases. In 2009, police officers committed three cases of violence against journalists, which in 2010 doubled in quantity.

Several cases in 2010 were closely monitored by the public. Here are some of them: Molotov cocktail attack to Tempo magazine's office; censorship against SIGI program in SCTV by Minister of Justice and Human Rights Minister Patrialis Akbar; lawsuit by PT Cipta Yasa Multi Usaha against Radar daily of Tegal.

The Molotov cocktail attack against Tempo magazine's office took place on 7 July 2010. The motive behind the event was unknown for until today the police are unable (or refuse) to apprehend the culprits. The major awareness is aimed at an article on illegal fund owned by several police high-ranking officials that the magazine published on its 28 June-4 July 2010 edition.

The reporting sparked anger amidst police top officers in Trunojoyo – popular term for police HQ on Jalan Trunojoyo, South Jakarta. Police also filed a report against Tempo to Police Crime and Investigation Division with insolence charges[39]. In no time after the filing, Tempo office on Jalan Proklamasi, Menteng, Central Jakarta, was hit by Molotov cocktails. Ironically speaking, the police could not manage to capture any of the perpetrators a year after the incident took place.

Censorship is another case, carried out against SIGI program in SCTV. The censorship was on the horizon as the scheduled program entitled Sex Business in Jail was delayed. Another program was broadcasted in place of the SIGI program. Several days later, the Executive Producer of the Special Program "Liputan 6" Henry Sianipar posted his sorry on his Facebook account on the missing SIGI program. "We are forced to bring down the show with unclear reasons!!!"

Before SCTV planned to broadcast the program, a guest named Robby, who claimed to be a ministerial adviser, requested a copy of the video footages of the coverage. SCTV editor in-chief Don Bosco Selamun declined the request. The next lobbying was done through SCTV Managing Director, Fofo Sariaatmadja[40]. Don Bosco told the media and the Press Council about the intervention. In the mean time, the Minister of Justice and Human Rights denied the allegation and called the intervention issue as "slander".

Radar Tegal daily was reported to the authorities. The case initiated from an objection conveyed by PT Cipta Yasa Multi Usaha over Radar's coverage entitled PT Cyma Not Yet Permitted. The story was published on 31 July 2010 on "Slawi Metropolis" page. Iman Teguh, reporter at Radar Tegal,

39 Abdul Manan, annual report, AJI 2010: The Threat Comes from Within, August 2010.

40 Gatra magazine, Blaming TV Program, edition 50, in circulation on 21 October 2010, http://www.gatra.com/artikel.php?id=142486

quoted the statement of Chief of Development Agency of Concession Implementation Agency, Ayub Khan, saying that all companies of excavation C in Tegal Regency have yet to be granted mining concession[41]. PT Cipta Yasa Multi Usaha was against the story and sent a right to reply to Radar Tegal on 3 August 2010. A day after the attempt, Radar Tegal published the piece.

PT Cyma was not satisfied over the publication of the right to reply. On 25 August 2010, PT Cipta Yasa Multi Usaha filed a civil lawsuit to Tegal District Court with Rp247.4 billion of compensation. Its legal adviser, Djarot Widjayato, the lawsuit was filed because Radar Tegal had published a one-sided reporting which had injured his client as more clients canceled orders upon reading the story. "The appealer suffers Rp122.4 billion of material losses and Rp125 billion of immaterial losses," said Djarot[42]. During a trial on 5 May 2011, panel of judges at Tegal District Court declined the lawsuit[43].

I.3 Censorship 2.0

Censorship was common during the Soeharto administration. The chance to carry out another censorship is actually not possible given the enactment of Law No.40/1999 on Press. Article 4 of the Law states that "No censorship, ban nor broadcast ban are ever imposed upon the national press." The question remains, is it true that censorship toward the national press has been lifted? It is not easy to give a yes answer upon the question.

41 Tempo magazine, No Sorry for Radar Tegal, 2 May 2011 edition.

42 Pantura News, PT. CYMA Sues a Daily in Tegal Rp 247,4 M, 25 August 2010. http://www.panturanews.com/index.php/panturanews/baca/2264/25/08/2010/pt-cyma-gugat-koran-harian-di-tegal-rp-2474-m

43 Hukum Online, Radar Tegal Shuns Lawsuit, 10 May 2011.http://hukumonline.com/berita/baca/lt4dc8f256a4039/iradar-tegali-lolos-dari-gugatan

In 2010, the vision to have new model of censorship was brought to mind as the Ministry of Communication and Information planned to enshrine censorship through Draft Ministerial Regulation on Multimedia Contents. One of the articles in the draft will obligate Internet Service Providers to proceed with filtering and blocks of illegal contents. The listed contents include pornography, personal matters, and materials containing intellectual property rights, and so on. In the future, referring to the draft regulation, a team of multimedia contents will function as office of censorship.

The idea drew criticism and was challenged by many. In addition to the blurred definition on pornographic contents and whatnots, the draft regulation was considered as giving rooms for ISP to filter, block and remove pages assumed as illegal. The draft regulation is against Article 28 F of 1945 Constitution and article 4 section 2 of Law on Press. The Indonesian Alliance of Independent Journalists (AJI) sees the draft regulation as a threat for freedom of the press taking into account its possible form of 'censorship 2.0'. If the regulation is passed, it will be equal with "killing a mouse with cannon." Coordinator of AJI Advocacy Division, Margiyono, said, "A Facebook fanpage can't lead to censorship over plenty pages in the Internet."

The Alliance of Independent Journalists (AJI) realizes that the burning spirit to apply censorship came to light in line with various contents on online media that are deemed troubling due to violations over religious taboos. An example can be selected from Facebook in which an event Everybody Draw Muhammad Day! was set up. However, AJI believes such an issue cannot be a solid ground to censor, block or filter the Internet. AJI believes Minister of Communication and Information Tifatul Sembiring, a member of Justice and Prosperous Party (PKS), has likely made use of the situation to control the Internet.

Any form of violation against rooms for freedom of expression – Facebook for example – which is used to set off conflicts and spread hatred must be criticized. The room as such will have positive impact. Such a social networking site as Facebook should have been used to cement human beings instead of setting out conflicts. However, AJI is also against any efforts attempted to legalize antidemocratic regulations. [44]

In addition to the draft regulation, attention is now also paid at the preparation of Draft Bill on State Secret. Last year, the Ministry of Defense decided to cancel the preparation. But the bill is ready for another build-up this year. Lawmakers have set the Draft Bill on State Secret as prioritized legislative program in 2011[45]. The bill is substantially against Law No.14/2008 on Public Information Disclosure.

Another important monitoring must be aimed at Draft Bill on Information Technology Crime. The bill was prioritized by lawmakers in 2010. Possibly, it will be again on the priority list this year. Up until today, the government has yet to issue any of its academic scripts. According to the government, the bill's substance is to push cybercrime. However, given the preceding instances, the bill can be a new tool to repress civil rights.

Apart from the two bills, there are also plans to prepare Law on Broadcasting, Draft Bill on Telematics Convergence, and revision over Law on Information and Electronic Transactions as well as, which is also deemed important, revision over the Penal Code[46]. In the revision of Law on Broadcasting, there are several crucial issues that be taken as consideration such as the role of Indonesia Broadcasting Commission as broadcasting regulator, termination of national broadcasting, switch of

44 Press release of AJI, AJI: Draft Regulation on Multimedia Contents Means "Censorship 2.0", 20 May 2010.

45 Abdul Manan, annual report, AJI 2010: The Threat Comes from Within, August 2010.

46 Advocacy Division of AJI: Note on Press Freedom 2010, publication date unknown.

networked broadcasting system, existence of community broadcasting agencies and merger of RRI and TVRI.

Draft Bill on Telematics Convergence will be regulating mergers of Internet telecommunication space and broadcasting (convergence): a necessity for new media. The government has conducted a public assessment over the bill in 2010. Criticism is aimed at several issues contained in the bill, mainly those regulating contents. The bill requires all telematics app industries to gain permission from the Minister of Information and Communication. This is like experiencing history in reverse as online media will have the fate of print media during the Soeharto administration. At that period, print media had to be granted Press Publication Business License (SIUPP) to commence operation from Minister of Information, now Minister of Communication and Information.

Revision over Law on Information and Electronic Transactions may be discussed in 2011. As we all know, the lack of interests from civil society in monitoring the bill in 2007 resulted in fatal effect. The law, that should have provided legal certainty on any electronic transactions, dictated an article on defamation. In fact, the article has been attached in the Penal Code which is subject to nine months of imprisonment. Unfortunately, the regulation recommends that a sentence for defamation is six years of imprisonment.

The planned revision of the Penal Code has actually been a priority for years. The draft Penal Code will replace the existing Code, which is legacy of the Dutch administration. There is a positive side of the new draft in that it focuses on human rights. However, there are more negative articles that can be used against journalists[47].

47 Tempo Interaktif, 60 Revised Articles in Penal Code Threaten Press Freedom, 14 July 2009. Further review on Draft Bill on Penal Code and threats toward press freedom, see an article Defamation in Indonesia, in a book Defamation in Southeast Asia, published by AJI and Article 19, Global

I.4 Mediocre International Achievement

Three watchdogs have been routinely monitoring press freedom worldwide: Paris-based Reporters Sans Frontiers; New York-based Committee to Protect Journalists (CPJ); and Washington-based Freedom House. The RSF and Freedom House evaluate press freedom in general while CPJ focuses more on advocacy with strict monitoring over cases on journalists who have been missing, kidnapped or killed in the line of duty. The RSF and Freedom House provide press freedom index while CPJ creates list on most dangerous countries for journalists.

In 2010, CPJ rated Pakistan as the most dangerous country for journalists. Indonesia is also listed as one among top five most dangerous countries following the deaths of three journalists. Compared to 2009, there was setback on press freedom in Indonesia. CPJ listed Indonesia among 17 most dangerous countries for journalists following the killing of a journalist.

As regards the RSF rating, Indonesia in 2010 sat on 117th position compared to 2009 at 101st. It was not any better than Timor Leste, ranked 94, with a score of 25. However, Indonesia is still better than Singapore (ranked 137, score 47.50), Malaysia (141, score 50.75), Brunei Darussalam (142, 51.00), Thailand (153, 56.83), Philippines (156, 60.00), Vietnam (165, 75.75), Laos (168, 80.50) and Burma (174, 94.50).

Campaign for Free Expression, Jakarta, 2009.

Table 1.2 Indonesia's ranking according to Sans Frontiers (2002-2010)

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Ranking	57	110	117	102	103	100	111	101	117
Score	20	34,25	37,75	26	26	30,5	27	28,50	35,83
Indexed countries	139	166	167	167	168	169	173	175	178

Given the RSF index within the period of nine years, Indonesia's ranking was lower despite the fluctuating score. The index shows that Indonesia's best ranking was recorded in 2002 with 57 out of 139 countries at a score of 20. From 2002 to 2003, the degradation doubled. After 2002, Indonesia has never made it to the top 100.

It is not surprising to see the hurdles Indonesia dealt with in pursuit of better index in the RSF chart. The high number of cases of violent acts and enactment of regulations that may bring journalists to jail require the country to try more in improving the index significantly. Several cases were surfaced for the RSF charting in 2010: the government demands the implementation of censorship by calling for ISP to filter pornographic contents; killing of a Merauke TV journalist, Ardiansyah Matra'is; Molotov cocktail attack at Tempo magazine's office; horror during coverage of illegal logging; Era Baru radio was shut down by the government; journalists covering Greenpeace protests were arrested. A lineup of the said events has worsened the index.

Freedom House actually recorded enough dynamics in the national press freedom along 2010. Focuses were aimed both at the negative and positive sides[48]. The following are several

48 Freedom House also notes several fine precedence: court denies lawsuit proposed by commander of Komando Laskar Islam, Munarman, against Koran Tempo; District Court of Makassar freed Upi Asmaradhana on a defamation case against Chief of South and West Sulawesi Police, Sisno Adiwinoto; the Supreme Court annuls verdict passed by the previous judges which rules Time magazine to pay US$106 million of compensation on a defamation case proposed by former dictator Soeharto.

setbacks that did not go well on Indonesia: more articles on defamation in Law on Information and Electronic Transactions are passed, having a mother of two Prita Mulyasari as the victim; refusal against a judicial review over Law on Information and Electronic Transactions that several organizations proposed including AJI, IJTI and the Press Council on 5 May 2010; high percentage of journalist abuse; killing of a journalist at Radar Bali, A.A. Prabangsa.

Since Freedom House made ratings, Indonesia has never gained score as lower as 50 – lower score is considered good for press freedom. Indonesia within the last nine years never accepted the free status. Fortunately, the country never falls into the red category in the Freedom House map, which marks not free.

Table 1.3 Indonesia's rating according to Freedom House (2002-2010)

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Legal Environment:	19	19	19	20	21	17	17	18	18
Political Influences	25	25	24	23	23	22	22	21	19
Economic Pressures	9	12	12	15	14	15	15	15	15
Total Score	53	56	55	58	58	54	54	54	52
Status	Partly Free	Partly Free	Partly Free	Partly Free	Partly Free	Partly Free	Partly Free	Partly Free	Partly Free

Between 2002 and 2010, fluctuation has been around on legal environment. In 2002, Indonesia hit 19 for the score on legal environment. Political influence has improved as well. Different from two other indicators on economic pressure[49], there is a tendency to record lower score. This is seemingly

49 Within the category, Freedom House inspects the economy of the media including ownership structure, transparency, and ownership control; costs to set up media as well as production and distribution chains; selective cut of ads or subsidies by countries or other players, effects of corruption to contents; and how the economy of a country affects the continuation of a media.

affected by business interests, which have been more obvious, as top corporations start looking at the media. In the future, media ownership will be restricted to conglomerates.

CHAPTER II:
Good and Bad News for Media People

Poor salary is closely connected to red envelope journalism

—Executive SPS Chairman Ridlo Eisy, 2008[1]

IT was on 18 January 2011 that tens of members of administrators of Indosiar Workers Union (Sekar) gathered in West Jakarta District Court. Most trials have never been commonly on time. However, those who are concerned with the sessions will come early. In addition to members of Sekar, the representatives of Indonesia Labor Working Committee (KASBI), the Alliance of Independent Journalists (AJI) and Independent Media Workers Union Federation (FSPM) were also in the court room.

The agenda that day was to hear a verdict on civil lawsuit that Sekar Indosiar filed against the board of directors of PT

1 Koran Tempo, Serikat Penerbit Dukung Upah Layak Jurnalis, 3 April 2008.

Indosiar Visual Mandiri in the union busting case. It was a day for the verdict, yet Sekar and its supporters had to be ready with suspension. In fact, the verdict had been in long delay since December 2010.

Some were still optimistic that they would win the case. However, the pessimists still sat on their bench. Three issues put all the filers in doubt. First, leading judge dealing with the case, Janes Aritonang, will be relocated. Second, it was the fourth time that the court put verdict reading in schedule following three cancellations. Third, it was rare to find those with power – both money and politics-wise – being outdone in court.

In fact, panel of judges received the lawsuit, although not to its entirety. The judges demanded that the directors of PT Indosiar Visual Mandiri to set for apology. Upon hearing the verdict, Sekar members and supporters could not but share the joy. There was a shout, "Long Live Sekar!" "Long Live the Judges!" As people were beginning to shed tears, they embraced each other. The verdict was like an answer to their hardwork.

According to a lawyer from Press Legal Aid Agency (LBH Pers), Soleh Ali, the verdict had been the first precedence as the court took in the civil lawsuit on union busting case. "And more to it, this time workers win," said Soleh. It is common, said Soleh, for courts to decline civil lawsuit prior to material hearing. In the previous cases on workers union bans, judges more often than not would state – if not give direction – for the case to be brought to Industrial Court.

Panel of judges had passed a verdict which benefited activists of workers union especially those focusing on media. Although the union busting case is rarely heard, it is common for a media to have such a case. Other workers unions can now follow the lead that Sekar Indosiar once opened. In the mean

time, the verdict may upset more company owners – especially media owners – who frequently pass off the law by holding up workers' desire to set up a union.

Apart from that successful victory of Sekar Indosiar, less positive issues can be brought forth throughout 2010 and early 2011 in terms of the well being of journalists. Workers unions seem to stagnate. A survey on salary and wage that AJI conducted between late 2010 and early 2011 shows that journalists have yet to make significant progress as regards prosperity.

II.1 Good News from West Jakarta

The root cause of the union busting case in Indosiar lies on prosperity issues that the workers faced. Until 2008, 15 years after the TV station was established, there were plenty of workers whose basic salaries were lower than minimum wage standards that provincial government set. 18 workers at least were found being paid between Rp259,000 and Rp580,000 per month. In fact, Jakarta's minimum wage was set at Rp972,604 at that time.

Many workers in Indosiar also saw discriminatory treatments in allocating supporting facilities. One of the examples was concerned with Workers Social Security (Jamsostek) that the law enforces. The fact was that there were workers who had worked for the company for 10 years and were not registered in the program. On the other hand, a new worker who had only worked for three months was granted the program. The company also dealt with ill-defined career paths[2].

2 The lawsuit of Sekar Indosiar against PT Indosiar Visual Mandiri: Normative Struggle Neglected; Workers Union Management Discarded; Hundreds of its Members Eliminated, that Sekar Indosiar and LBH Pers filed on 29 March 2010 to West Jakarta District Court. The filers found data on the preparation of PT Indosiar Visual Mandiri 2008-2010 whose contains violated the rights of the

All the disarray gave rise to the awareness of the Indosiar workers to hold several meet-ups and discussions resulting in the creation of Sekar Indosiar on 21 April 2008. The workers union was registered in Employment and Transmigration Agency of West Jakarta on 6 May 2008 with registration number 364/III/SP/V/2008.

Indosiar workers welcomed Sekar Indosiar. Only in several months that Sekar members reached 860, half of the total numbers of Indosiar workers of 1,500.

Sekar Indosiar management moved fast. Having registration number in hands, Sekar Indosiar set up a draft Joint Agreement to be discussed with the company. The preparation took place at Manggala Wanabakti building, Jakarta, on 13 September 2008. The next discussion of the first draft was carried on at Yayasan Tenaga Kerja Indonesia building on 18 October 2008 in Jakarta. The final draft was completed after undergoing two meetings.

On 11 December 2008, Sekar sent a letter to Indosiar board of directors to negotiate with them on the draft. They never got any reply even after the second letter was sent. Instead of answering Sekar's demand, the company started intimidating Sekar members and management.

Sekar took down several intimidations that the company had done over them. It was true, for example, that the company

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employees. There is 'elastic clause' reads "will be ruled in other regulation/separate regulation" which leads the company to produce their own rules as seen in Article 15 of Company Regulation 2008-2010. Other issue being core leave, in which the Company Regulation 2005-2007 mentions 40 core leaves are given to temporary employees while the 2008-2010 regulation remove the clause. During the preparation of the company regulation, Sekar Indosiar was never consulted. It is against Law No.13/2003 and Governmental Regulation No.4/2004 on Preparation of Company Regulation and Joint Work Agreement. Therefore, the filers drafted the PKB for discussion. The fact being held therein was that discriminatory act and injustice have been inflicted upon employees for 15 years. Filers and other employees agreed to form Sekar Indosiar and tried to make possible PKB discussion. Based on Article 25 of Law No.21/2000 on Workers Union, it is clear that workers union has the right to prepare and discuss PKB. The planned discussion and preparation of PKB by the filers was done so that the management did not go around employees' rights.

asked security officers who were also members of Sekar to resign. Finally, 47 security officers pulled out their membership from Sekar. Until January 2009, a total of 109 Sekar members stood down due to intimidations.

Sekar members walked out one at a time. Board of directors of PT Indosia Visual Mandiri eventually replied the letter which called on a discussion. That was not until Sekar sent another letter on 12 January 2009. However, prior to discussing the draft, the management of PT Indosiar requested Sekar to verify its members. It was apparent that the Indosiar management wanted to make sure that Sekar members were twice as less of total Indosiar employees.

Sooner after the verification letter was called on, there were more attempts to reduce the number of Sekar members. Several non-Sekar workers circulated membership form of Indosiar Workers Union (Sekawan) – a new organization set up as a counteraction against Sekar.

Sekar management reported several tactics deemed union busting to Minister of Manpower and Transmigration, Erman Soeparno[3].

Besides proposing for a discussion, Sekar Indosiar tried to meet Indosiar managing director to make suggestions on better wellbeing of Indosiar workers. The meet-ups took place on 9 December 2009 and 23 December 2009. However, both meetings did not go well. Therefore, an idea to launch a protest surfaced on 11 January 2010 – exactly the day when the TV station celebrated its 15th anniversary.

The demonstration, designed to put pressure on Indosiar management, was made possible. The crowd wearing black

3 Indosiar circulation letter to Minister of Manpower and Transmigration Erman Soeparno was dated 27 January 2009, handed over to the minister in February 2009.

Indosiar uniform and red headband read "Salary rise" assembled before the office of PT Indosiar on Jalan Damai, West Jakarta. They carried banners with as varied argons as possible such as "same salary for six years", "don't make fool of us", "where's the promise?" The protesters also brought a 29 inch TV set to the scene which read "Indosiar, 15th anniversary". They marched toward Wisma Indocement, Indosiar HQ, on Jalan Jenderal Sudirman soon after the speech session ended. Several efforts to block the rally were made to no avail.

More troubles came after the demonstration was completed. A number of Sekar administrators were given dismissal letters. However, they were against the unilateral decision and called for a meeting that should be attended by Sekar Indosiar, Commission IX of the House of Representatives (DPR), Manpower Agency of Jakarta, and PT Indosiar management. The meeting on 18 February 2010 gave hope to Indosiar employees. Indosiar management vowed to obey all conditions attached in labor laws. Nevertheless, Indosiar management distinctly stated before the members of Commission X that around 200 of its employees would be laid off in no time.

There goes the nightmare. On 24 February 2010, a number of Sekar Indosiar members were summoned by the HR officers. They had to sign their dismissal letters. The management argued that the company was in the middle of a restructuring.

Prior to the dismissal, the management offered a 'decent resignation' program to the selected employees which fell due on 12 February 2010. Workers who took the program would have additional bonuses. However, the management did a firm selection through which approval was mostly aimed at members of Sekar Indosiar. Those non-Sekar applicants would have longer process of approval, or, even worse, were never approved.

At the same time, the management suspended all

administrators of Sekar Indosiar.

Tired with the unfair treatment, Sekar Indosiar filed a lawsuit against PT Indosiar to West Jakarta District Court[4]. Six parties were subjects to the lawsuit[5], including the managing director and Art Section Head of PT Indosiar Visual Mandiri. Sekar demanded Rp126 billion of material compensation and Rp100 billion of immaterial compensation.

The first trial was held on 29 March 2010. The panel of judges only passed a verdict on 18 January 2011.

In the verdict hearing, the Panel of Judges at West Jakarta District Court with leading Judge, Janes Aritonang, gave Indosiar Managing Director sentence of open apology letter to Sekar Indosiar through Kompas and Media Indonesia dailies for two issues. Nonetheless, the judges disapproved the immaterial and material charges. PT Indosiar's lawyer, Riezka Gees called the verdict as "lacking evidence". An appeal would be attempted soon[6].

II.2 Workers Union and Stories from Pontianak and Bali

It has been five years that the Alliance of Independent Journalists conveyed the same message during the

4 The six parties are: PT Indosiar Visual Mandiri Managing Director, Handoko; Director of News and Program, Triandy Suyatman; HRD Manager, Dudi Ruhendi; Manager of Safety and Security Department, Adrian Ingratubun; Manager of Production Department, Doddy Jufiprianto; and Section Head of Art Department, IGP Darmayuda;

5 The six parties are: PT Indosiar Visual Mandiri Managing Director, Handoko; Director of News and Program, Triandy Suyatman; HRD Manager, Dudi Ruhendi; Manager of Safety and Security Department, Adrian Ingratubun; Manager of Production Department, Doddy Jufiprianto; and Section Head of Art Department, IGP Darmayuda;

6 Detik.com, Court: TV Station Indosiar Violates Law, 18 January 2010. The file was downloaded from http://detiknews.com/read/2011/01/18/171102/1549376/10/pn-jakbar-indosiar-lakukan-perbuatan-melanggar-hukum?nd992203topnews

commemoration of the International Labor Day on 1 May. Despite a call that journalists' wellbeing must be improved, AJI also urged media people to gather under workers unions. It was exactly the message that AJI communicated during the May Day on 1 May 2011.

Two factors that have kept AJI continue the campaigns are that first, workers union is legal and recognized by laws and; second, workers union is mandated by laws to facilitate employees on various issues like employment cases and demand of improved welfare. There were cases which emphasized success upon employees working in companies with workers union – at least, workers are facilitated to fight for their wellbeing.

Media companies see a low growth in workers union in that general nature of progressive union is not yet adopted. Up until May 2011, AJI and FSPM Independen noted that a number of media workers union in Indonesia reaches 27, which is minor. It is not a proportional number, and it is way from being ideal compared to the number of media in Indonesia which approximately hits more than 2,000 companies.

It is odd yet ironic to acknowledge the number. Media people, who have been upfront and articulated in defending human rights through published stories, cannot protect their basic right as workers – especially freedom of association.

That is not fully a surprising fact, given the history of media workers union in Indonesia. Despite the early newspaper publication in the country around 1745 – Bataviasche Nouvelles came into circulation – media workers union could only appear hundreds of years later. The slow development was not caused by lack of employment problems in media companies. The most relevant explanation on the phenomenon is that media, commercially speaking, was not considered profitable in its early years.

The study on the first media workers union in Indonesia normally refers to the year 1978 as Dewan Karyawan Tempo (Tempo Employees Council) was set up by workers of distinguished weekly magazine Tempo. A decade later, other unions came into view using almost the similar format as Tempo did. There were Kerukunan Warga Karyawan Bisnis Indonesia (1992), Serikat Pekerja PT Bina Media Tenggara – The Jakarta Post (1993), Dewan Karyawan Forum (1997) and Dewan Karyawan PT Abdi Bangsa – Republika publishing (1997).

After 1998, more workers unions were established. Between 1998 and 2002, as many as 19 workers unions appeared: Perkumpulan Karyawan Kompas, Dewan Karyawan Tabloid KONTAN (1998), Dewan Pekerja ANTV, Serikat Pekerja Surabaya Post, Ikatan Karyawan Solo Pos (1999), Forum Komunikasi Karyawan Pos Kota (2000), Serikat Pekerja Detik.com, Serikat Pekerja KBR 68H, Serikat Pekerja Neraca (2001), Serikat Pekerja Berita Kota, Dewan Pekerja Radio Jakarta News FM, Serikat Pekerja Antara, Serikat Pekerja Kopitime.com, and Serikat Pekerja Sinar Harapan (2002).

2002 marked another point where new workers unions emerged: Perkumpulan Karyawan Smart FM (2006), Serikat Pekerja Hukumonline.com – WorkerHOlic (2007), Serikat Karyawan (Sekar) Indosiar (2008), Serikat Pekerja Suara Pembaruan, and Serikat Pekerja Sumut Post, Medan, Serikat Pekerja Medan Bisnis, Serikat Pekerja Analisa Medan, Serikat Pekerja Lampung TV, Serikat Pekerja Mercusuar Palu, Serikat Pekerja Aceh Independen (2009).

Two more unions were set up after 2009 – Serikat Pekerja Pontianak Post and Serikat Pekerja Bali Post. Their comings were also not easy as the management put pressure on them at certain degrees. A survey that AJI conducted shows that either 'approval' or 'refusal' of media top officials is important, not to

say the supreme[7].

Serikat Pekerja Pontianak Post (Pontianak Post Workers Union)

On 1 May 2010, as many as 12 employees of Pontianak Post daily made history. It was the first time that a workers union was founded in a company which is member of Jawa Pos Group. A week after the founding, the founders registered the union to Manpower and Social Affairs Agency of Pontianak. The union administrators also submitted the registration letter to the company on 26 May 2010.

The negative response was shown by Pontianak Post General Affairs and Human Resources Department. The division refused to take the registration letter to Manpower Agency. The reason for this was that the union was founded to the company's unawareness. However, the union administrators decided to send the registration letter through a forwarding service on 27 May 2010.

Chairman of Pontianak Post Workers Union Presidium, Mursalin, was summoned by the board of directors of Pontianak Post on 30 June 2010. He was questioned about the reasons behind the union founding. That was the first time that a union administrator was called in. Other members later were invited for a meeting on 1 July 2010. Since the invitation was only addressed verbally, most of the invited were reluctant to show up. Mursalin and a fellow member were the only members meeting the directors.

In the meeting, the director explained the reason behind the

7 Alliance of Independent Journalists, Still Hanging on Pioneer: Survey on Workers Unions in Media Companies, May 2010, p.53

verbal invitation. He said that if invitation letters were sent, it would be considered a gesture of approval toward the existence of the union. The director expressed his disagreement on the union, asking the present administrators to disband the newly-founded organization in one month. "It is not the tradition of Jawa Pos Group to have such an organization as workers union," said the director.

The intimidation did not stop. As all workers got salary rise, members of Pontianak Post were treated unfairly. In normal time, the employees of Pontianak Post would have their monthly payment transferred by the end of the month. However, the June 2010 salary was only paid on 1 July 2010. In fact, the company raised the employee salaries in the first half of the year.

As other workers rejoiced the moment, three members of Pontianak Post Workers Union Presidium went into disappointment. Mursalin (editor), Robert Iskandar (editor), and Ade Riyanto (preprint coordinator) were no longer granted position allowance. The issue was brought to the office of the editor in-chief, who was also the company's deputy director. The reply was short: "The position allowance for union founders is being held back." [8]

The intimidation went on after the meeting on 1 July 2010.

To build up the organization and expand the network, Pontianak Post Workers Union joined Independent Media Workers Union Federation (FSPM) on 7 July 2010 following intensive communication with the Jakarta-based federation management. Pontianak Post Workers Union was listed the ninth member of the federation whose founding was facilitated

8 Chronology of the intimidation against Pontianak Post Workers Union, July 2010. It mentions the fact that the editor in-chief, who is also a deputy director in the company, has hinted at the delayed June salary rise aimed at founders of the workers union.

by the Alliance of Independent Journalists (AJI). Pontianak Post Workers Union made up other eight members including Dewan Karyawan Tempo, Forum Karyawan Majalah Swa, Serikat Pekerja Radio 68H, Perkumpulan Karyawan Smart FM, Ikatan Karyawan Solo Pos, Ikatan Karyawan RCTI, Serikat Karyawan Indosiar, and Serikat Pekerja Suara Pembaruan.

As soon as Pontianak Post coalesced with the federation, the news about the intimidation spread like a virus. A statement of solidarity was put across by AJI, FSPM Independen, Dewan Karyawan Tempo, and Forum Karyawan Majalah SWA. The statement, together with another incomprehensible factor, helped Pontianak Post Workers Union receive pressure that was thinning out.

Serikat Pekerja Bali Post (Bali Post Workers Union)

For almost a year the idea to found a workers union in Bali Post daily floated up. The intention was triggered by a cut made by the company on work achievement allowance. In 2010, another cut was done. A Bali Post employee in printing division, Suharjanto, put the matter into question. Instead of having proper answer, he was mutated to another division.

Suharjanto did not accept the transfer, which in turn caused him to have restriction to office access. Security officers sent him away. "I couldn't get into the presence machine. Then the management suggested me to take early resignation," said Suharjanto as he showed Decree of Early Retirement that PT Bali Post Managing Director signed on 5 July 2010 under the name ABG Satria Narada[9].

9 Bali Post Conflict: Intimidation and Pressure during Declaration of FSPB of Printing Media Unit at Bali Post, http://balinews.blog.com/2010/07/20/bali-post-%E2%80%9Cmembara%E2%80%9D-intimidasi-dan-tekanan-mewarnai-pendeklarasian-fsbp-unit-media-percetakan-bali-post/. The management of Bali Post Workers Union 2010-2013: Suharjanto (Chairman); Heru B. Arifin (Chief

The measure helped Bali Post accelerate the founding of a workers union[10]. Bali Post Workers Union was officially proclaimed on 19 July 2010 by around 40 of the company's employees in Denpasar and Jakarta. The union was founded as a medium for the employees to improve their wellbeing and solve any possible problems that may come up between employees and the employer. Suharjanto, later helmed the union, stated that the union was not intended to cope with the company but serves as a partner in bettering the company[11].

However, Chief of Yayasan Kesejahteraan Keluarga (YKK) of Bali Post, Nyoman Wirata, who was also Bali Post editor in-chief, was against the founding of the union. He oddly based his reasoning on Law on Press No.40/1999. According to him, Bali Post has fulfilled its duty in improving the welfare of its employees. "There's no need to have a workers union," he said.

After the workers union was declared[12], its members had to endure a lot more pressures. They were asked by the company's management to propose for early retirement. However, the union was doubted about the ground the company used in making the call. They viewed the policy as intimidating and discriminating since it was only applied to members of the union[13]. The union would take legal action if the company proceeds with the action.

I); IB Gede Manuaba Budiarta (Chief II); Retno Indah Sari (Secretary); Wayan Suyadnya (Vice Secretary); I Wayan Duduk Sudana (Treasurer); I Made Wianta (Deputy Treasurer).

10 Tempo Interaktif, Disappointed, Bali Post Employees Found Workers Union, 19 July 2010.

11 According to Chief of Bali Post Workers Union, Suharjanto, members of the Bali Post Workers Union consist of employees in printing division and several journalists. "The journalists are all Jakarta-based, while those members in Bali are from the printing division," he said.

12 The disagreement against the workers union had been around since the union was not yet founded. The management of the workers union believed that Bali Post company was behind the room cancelation at the Provincial House of Representatives (DPRD) that the union intended for declaration. Earlier, the DPRD did not mind to have one of its rooms as the declaration venue.

13 Media Indonesia, Call for Early Retirement, Bali Post Workers Union Files Lawsuit, 22 July 2010

II.3 Real and Proper Salaries of Journalists

The issue on journalists' wellbeing, which is apparent from the amount of salary, facility and allowance received, has been of AJI's consideration for years. The reason for this is clear and simple: being a journalist, professionalism and wellbeing are inter-connected. AJI has always underlined the issue in every of its campaigns.

The salary range standards of journalists, as it is common to see in Indonesia, indeed refer to provincial minimum salaries that the government sets each year. The standards are determined in a way that still allows employers to spare rooms for business development and enable the employees to earn proper income. The problem is that the minimum salary range has always put unions in a position where dissatisfaction is on the way as the set salaries are mostly lower than the supposed ideal amount. And sadly to say, most media companies have only made reference to the table in paying salaries to their employees. The terrible fact is that, as AJI shows in its survey, the minimum salary standards are most often than not violated.

In a survey that AJI and IFJ conducted in 2005[14], 1.5 percent of journalists, who were selected responders, said they were only paid less than Rp200,000, lower than the set minimum salary. The number of journalists gaining salaries of less than Rp599,000 was quite big with 22.5 percent. In fact, as the survey took place, Jakarta had the highest provincial minimum salary at Rp711,843 while Central Java being the applied the lowest at Rp390,000.

14 The survey was conducted by AJI Indonesia and International Federation of Journalists (IFJ) in 2005, having journalists in 17 cities served as responders. The result of the survey is available in a book Potret Jurnalis Indonesia (Portrait of Indonesian Journalists).

Tabel II.1 Survey on Salaries of Journalists conducted by AJI and IFJ in 2005

Salary	%	Salary	%	Salary	%
Unsure/no answer	2.3	Rp 3.4 - Rp 3.79 million	1.0	Rp 1.4 - Rp 1.79 million	16.5
More than Rp 5 Million	1.3	Rp 3 - Rp 3.39 million	2.5	Rp 1 - Rp 1.39 million	25.3
Rp 4.6 - Rp 4.9 million	0.5	Rp 2.6 - Rp 2.99 million	3.0	Rp 600 - Rp 999 thousand	22.5
Rp 4.2 - Rp 4.5 million	1.3	Rp 2.2 - Rp 2.59 million	5.8	Rp 200 - Rp 259 thousand	10.0
Rp 3.8 - Rp 4.1 million	1.3	Rp 1.8 - Rp 2.19 million	5.5	Less than Rp 200 thousand	1.5

Journalists with poor salaries – less than Rp200,000 – were based in Jayapura, Papua (5%) and Palu, South Sulawesi (25%). The dreadful situation was incomparable even to the situation in Jakarta in which most journalists (55%) were paid less than Rp1 million, Rp280,000 lower than the set minimum salaries in the corresponding year. It was revealed that only 5% of the correspondents were paid between Rp3.8 million and Rp4.1 million.

What about the salary range in several regions in 2010? According to AJI, based on the salary mapping in 16 cities in December 2010, several patterns remained. Journalists in major cities have the chance to get higher salaries albeit the question of properness could be left behind.

Several cities have journalists who were still paid less than the set standards. Medan, the capital of North Sumatra, was among the said cities. The minimum salary in North Sumatra in 2010 was Rp965,000. But in Medan, there were still journalists working for print media and radio who were paid between Rp500,000 and Rp700,000. In Bandar Lampung, plenty TV journalists were paid Rp500,000 despite Lampung's minimum salary of Rp717,500 in 2010. In East Nusa Tenggara, the minimum salary was Rp800,000. In reality, there were print and TV journalists who were still paid Rp650,000.

Table II.1 Real salaries of journalists in 16 Indonesian cities in 2010

	Salaries of print, TV & Radio journalists	Minimum salaries in 2010
Batam	Rp 1.1 million– Rp 2.7 million	Rp 925,000
Medan	Rp 500 thousand – Rp 1.8 million	Rp 965,000
Denpasar	Rp 1 million– Rp 2 milion	Rp 829,316
Jayapura	Rp 300 thousand – Rp 1.5 million	Rp 1,316,500
Yogyakarta	Rp 600 thousand – Rp 1.7 milion	Rp 745,695
Kediri	Rp 300 thousand – Rp 1.7 million	Rp 630,000
Kendari	Rp 70 thousand – Rp 900 thousand	Rp 860,000
Kupang	Rp 650 thousand – Rp 1.7 million	Rp 800,000
Bandar Lampung	Rp 500 thousand – Rp 1.3 million	Rp 767,500
Palu	Rp 300 thousand – Rp 1.5 million	Rp 777,500
Pekanbaru	Rp 1 million– Rp 1.8 million	Rp 1,016,000
Pontianak	Rp 1 million– Rp 2 million	Rp 741,000
Semarang	Rp 700 thousand – Rp 1.8 million	Rp 660,000
Surabaya	Rp 875 thousand – Rp 2 million	Rp 630,000
Makassar	Rp 875 thousand – Rp 2 million	Rp 1,000,000
Jakarta	Rp 1.6 million– Rp 5.5 million	Rp 1,000,000

* DATA: COMPILATION OF SURVEYS ON REAL SALARIES OF JOURNALISTS WHO ARE NEWLY SETTLED AS FULL TIME EMPLOYEES, 2011

The dark picture of journalists' wellbeing has triggered AJI to initiate charting of proper salary range for journalists. The idea to draw the map on proper salary range was conveyed by AJI Jakarta in 2006[15]. The proper salary range refers to

15 Several agencies conducted survey on journalists' salaries. In the period of between 2000 and 2010, at least four researches discussed about the situation faced by Indonesian journalists. First, it is AJI Surabaya's research in 2000; then, in 2001, Thomas Hanitzsch from Ilmenau University of Technology, Germany, also conducted one; another research was in 2005 by AJI Indonesia; the Press Council did another one in 2008. It is only in the survey made by Thomas Hanitzsch that promising illustration on salary range is on the horizon, which is only possible since the responders live in three major cities of Jakarta, Medan, and Yogyakarta. The research of AJI Surabaya was published as a book entitled Kesejahteraan Jurnalis, Antara Mitos dan Kenyataan: Potret Sosial Ekonomi Jurnalis Jawa Timur. The research combines interview and investigation as its method and it discovers quite a shocking image: some of its responders said they are only paid less than Rp100,000, despite the small presentation (0.7%). The majority of journalists (75%) are paid less than Rp750,000 per month. Only 13.8% of responders are paid more than Rp1 million. The research by Thomas Hanitzsch, a year after AJI Surabaya's, gives different perspective. The research samples – 385 journalists, out of the selected 480 – were from three cities: Jakarta, Medan, Yogyakarta. The study was then published on Journalism Studies, Volume 6, Number 4, 2005, gives a brighter illustration than AJI Surabaya's. According to the research, most journalists (86%) are paid between Rp1 million and Rp3 million. However, there are also journalists paid less than Rp500,000 (3.5%). Different picture can be seen in a research conducted by the Press Council in 2008. It has 600 journalists as its responders, narrowed down to 584. The finding mentions that most journalists (39%) are paid less than Rp1 million. During the survey, the lowest minimum salary standards was set by Central Java at Rp547,000 given Papua as the highest at

the standard minimum needs that a journalist must meet to be able to live well and work professionally. The proper salary range also tries to respond over the great challenge the journalists are dealing with so as to become liable agents in social control – in addition to other functions of education and entertainment. In formulating the salary range, AJI does not refer to standard minimum salary that most employers look up to in paying their journalists. According to AJI, the minimum salary that the government sets does not reflect the real needs of journalists[16]. To put together proper salary range in every city, AJI set out an independent survey on journalists who are not yet married.

Table II.1 Proper Salary for Journalists, AJI version, 2011

	Proper salaries according to AJI	Povincial minimum salaries
Batam	Rp 4,243,030	Rp 1,180,000
Medan	Rp 3,816,120	Rp 1,197,000
Denpasar	Rp 3,894,583	Rp 1,191,500
Jayapura	Rp 6,414,320	Rp 1,316,500
Yogyakarta	Rp 3,147,980	Rp 808,000
Kediri	Rp 2,836,557	Rp 973,950
Kendari	Rp 2,972,000	Rp 970,000
Kupang	Rp 3,929,228	Rp 850,000
Bandar Lampung	Rp 2,568,462	Rp 865,000
Palu	Rp 2,150,066	Rp 827,500
Pekanbaru	Rp 3,604,700	Rp 1,135,000
Pontianak	Rp 3,526,600	Rp 895,000
Semarang	Rp 3,240,081	Rp 961,323
Surabaya	Rp 3,864,850	Rp 1,115,000
Jakarta	Rp 4,748,919	Rp 1,290,000

DATA: SURVEY IN 15 CITIES, JANUARY 2011

As for food and beverage, the standard applies for the

Rp1,105,500. It means that the majority of Indonesian journalists are only paid lower than the Jakarta minimum salary standards.

16 Tempo Interaktif, AJI Jakarta: Proper Salaries of Journalists in Jakarta Rp 4.7 Mn, 20 January 2011, http://www.tempointeraktif.com/hg/kriminal/2011/01/20/brk,20110120-307771,id.html.

consumption of 90 times of meals, given the regular eating schedule of three times a day. According to the survey in 15 cities, the amount needed for the matter reaches as low as Rp921,000 and as high as Rp2.9 million per month. AJI also includes extra meals and drink during working hours such as fruits, sugar and milk.

For housing components, the range is varied between Rp250,000 and Rp700,000 per month. The amount refers to average tariff of non-air conditioned rooms for rent. In Jakarta, for example, air conditioned rooms are set at an average of Rp1 million per month, which is not applied to rooms available in golden triangle area.

The amount for clothing is also varied at between Rp147,000 and Rp798,000 which includes purchase of trousers, shirts, t-shirts, underwear, shoes, towels, and socks. As for trousers, AJI only calculates purchases of once every six months[17]. The similar estimate goes to shirts and shoes as well. As for underwear, the quota being set is one a month.

AJI sets Rp216,000 and Rp1.4 million for other needs. The components include transportation, communication, Internet, health and sanitation issues, recreation and books.

Despite the different amount, the components needed for living properly are the real journalists' necessity.

According to AJI Jakarta Chairman, Wahyu Dhyatmika, the mechanism of proper salary range preparation refers to Law No.13/2005 on Components and Implementation of Proper Living Phases[18]. Therefore, AJI's minimum salary range can

17 With such a calculation, the prices are split to six. For example, AJI Batam mentions either trousers or skirts of Nevada brand. Tagged at Rp236,000 per item, the component is then worth Rp39,300 per month. The same calculation applies to other components.

18 Tempo Interaktif, AJI Jakarta: Proper Salaries of Journalists in Jakarta Rp 4.7 Mn, 20 Januari 2011.

be a guideline for journalists who are willing to negotiate with their employers in terms of salaries.

After having a perusal over the components, Newspaper Publication Union, which since 2011 was modified Media Companies Union, agreed if the standards are rendered the salary guide in media companies so as to enable journalists to work more professionally. [19]

19 Tempo Interaktif, SPS Agrees on AJI Salary Range Standards, 4 February 2011, http://www.tempointeraktif.com/hg/kesra/2011/01/24/brk,20110124-308386,id.html

CHAPTER III:
Stock Scandal and Ethical Issues

It's not about current or past affairs, but when such practices go against solid principles of journalism, we must stand in the way.

—Chairman of Press Council, Bagir Manan, December 2010[1]

THE year 2010 has passed with escalating number of alleged violations against journalism code of ethics. Compared

1 Chairman of Press Council Bagir Manan in Tempo magazine, Bagir Manan: Bad Practices Must Stop, 6 December 2010. According to Bagir Manan, the Press Council recognized that share ownership by reporters in the Krakatau Steel IPO scandal was not related to news coverage, but conduct. Those questioned by the Press Council did not admit of buying any stock. But, the Press Council has other sources stating that they called on the demand. "Some say it's an old practice. It's not about new or old practices. But when the practices violate the principles of good journalism, we must stop it. However it has been in the industry, we have to stop it," he said. With regard to the bribery case, the Press Council will not intervene in. "We're not talking about the Krakatau Steel IPO but the involvement of journalists in an attempt to obtain stock. A journalist or anyone having other profession cannot have personal benefit by misusing one's profession. Profession lies much on trust. That's our journalistic basis," said the former Supreme Court Chief. (http://majalah.tempointeraktif.com/id/arsip/2010/12/06/WAW/mbm.20101206.WAW135296.id.html).

to the years earlier, complaints that the public filed to the Press Council did not decrease in quantity. On the one hand, this could be a good sign showing that the Press Council is deemed accountable for the public to share problems about the quality of the national press. On the other hand, the rising complaints become a signal about the number of problems that the national press encounters.

Among a good deal of ethical problems, it is the Krakatau Steel case which stands out. The controversy centers on allegations that stock market reporters solicited bribes in the form of stock from the IPO in exchange for positive coverage of the state-owned firm's market float. The Krakatau case involves reporters from mainstream media.

III.1 Journalist, Stock, and the Controversies around

In the beginning was an article that Tempointeraktif.com published entitled "Reporters Allegedly Extort Krakatau Steel[2]". The story was up at 9.23 p.m. on 17 November 2010. Koran Tempo wrote about the same issue the next day with a more forward title: "A Gang of Reporters Allegedly Want Karakatau Steel Shares".

Member of the Press Council, Wina Armad, told Koran Tempo that Press Council has received a report saying that some reporters were allegedly asked for shares in the Krakatau Steel IPO. Not only did the reporters demand shares of the steel company, they also yearned for money. On behalf of the Press Council, Wina demanded that the report is formally written. Afterwards, the Press Council will verify the case by

2 Tempo Interaktif, Gerombolan Wartawan Diduga Peras Saham Krakatau Steel, 17 November 2010, http://www.tempointeraktif.com/hg/hukum/2010/11/17/brk,20101117-292498,id.html

make summons of parties who are supposedly involved in the case.

The Krakatau case, the story went on, also has the involvement of the Alliance of Independent Journalists (AJI) of Jakarta. Umar Idris, AJI Jakarta Secretary, said based on the information that AJI collected, some reporters asked Krakatau Steel for bribes in the form of stock worth Rp637 million. The request was made without having to follow the set procedures of normal share purchase in the stock exchange. According to Umar, a number of reporters also forced an official at the underwriting company to make available Rp400 million of funds in exchange of slanted coverage on the Krakatau Steel IPO.

Finally, the rumor went public in that more media wrote about the issue. Deutsche Welle, for instance, published a more detailed story on the issue on 18 November 2010. The Bonn-based news agency, Germany, slightly disclosed the identities of the reporters[3].

In an article entitled "Press Council: Strong Evidence Found on Krakatau Steel Bribery Case" Deutsche Welle quoted Wina Armada saying that the stock players are those working for "the national newspaper, famous news portal, and top TV station[4]." Wina also said there was bribery issue on the case. It is aimed at more beneficial coverage of the IPO, in which promotional event was powered by Kitacomm[5]. It was later revealed that

3 Deutsche Welle, Dewan Pers: Bukti Pemerasan Wartawan Kasus Saham Krakatau Steel Kuat, 18 November 2011, http://www.dw-world.de/dw/article/0,,6246669,00.html

4 Until that day, the story has yet to contain any information on the journalists' names: Indro Bagus Satrio (Detik.com), Reinhard Nainggolan (Kompas daily), Leonard Samosir (Metro TV), and Wisnu Bagus (Seputar Indonesia daily).

5 Kitacomm was a company hired by PT Krakatau Steel to handle activities which related to people prior to the IPO on 10 November 2010. Kitacomm has to monitor articles on certain media prior to the IPO including those written by reporters who usually appear on the stock exchange. Prior to IPO, a number of media cover story on Krakatau stock prices, which were considered too low. There was also accusation that political parties get some portion of stock. See Tempo magazine, Ketika Pedagang Berlagak Pialang, 29 November 2010. (http://majalah.tempointeraktif.com/id/

Henny had filed the scandal report to the Press Council.

AJI Jakarta on the same day put in circulation a press release entitled "AJI Jakarta Calls on Further Probe into Krakatau Steel IPO Scandal". AJI Jakarta stated if the reporters were found guilty, firm sanction must be imposed upon them.

AJI Indonesia the next day sent an open letter to Chief of Capital Market Monitoring Agency[6] and Managing Director of Indonesia's Central Custodian[7] asking both agencies to clarify about whether or not reporters involved in the stock issue. The clarification was held importance in that it will encourage the media to uphold Journalism Code of Ethics, journalist standards of professionalism and Law No.40/1999.

Although media coverage did not clearly mention about the suspected journalists, a group of people claiming to be administrators of Capital Market Journalists Forum[8] on 23 November 2010 held open clarification at the Jakarta Media Center. "No bribes in the form of stock amounting to 1,500 lots as reported to the Press Council and AJI are ever committed. The rumor is misleading and ruins the characters of capital market reporters especially those four reported journalists[9]," said Deputy Chairman of Capital Market Journalists Forum, Rahmat Baihaqi.

Rahmat said the stock transactions have never taken place. Rahmat claimed that it was reporters that were offered shares

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arsip/2010/12/06/WAW/mbm.20101206.WAW135296.id.html).

6 Letter No. 081/AJI-KU/ST/XI/2010 on clarification over IPO stock allocation toward several journalists.

7 Letter No. 082/AJI-KU/KI/XI/2010 on clarification over IPO stock allocation toward several journalists, dated 19 November 2010, aimed at Indonesia's Central Custodian Managing Director at the Indonesia Stock Exchange building, Tower I, 5th fl, kav 52-53, Jakarta

8 A number of reporters that have been assigned to the IDX are not familiar with the forum.

9 Republika daily, Forum Wartawan Pasar Modal Bantah Peras Krakatau Steel, 24 November 2010, http://m.republika.co.id/berita/breaking-news/nasional/10/11/24/148357-forum-wartawan-pasar-modal-bantah-peras-krakatau-steel

by Kitacomm Managing Director, Henny Lestari. Rahmat accused Henny, who was also a Public Relations Consultant of the Krakatau Steel IPO, of conspiring to influence the journalists by offering them shares in return for beneficial coverage of the IPO. Rahmat demanded Henny to prove the accusation that capital market journalists asked for stocks.

Rahmat also denied the news saying that Rp400 million of funds were granted by the underwriter to alleviate negative stories on the IPO. "There is no conflict of interest. We also deny the allegations that journalism code of ethics has been violated in the IPO coverage. All news are written proportionally and in line with the principles of journalism," said Rahmat[10].

A day after the open clarification, the Press Council questioned Reinhard Nainggolan, a Kompas journalist, was said as one among the four journalists asking for Krakatau stock. He was accompanied by Kompas editor in-chief, Rikard Bagun[11].

Reinhard in fact called for the Press Council to show evidence on the Krakatau stock issue. Since Reinhard failed

10 Rahmat Baihaqi did not mention anything on the article that Tempo Interaktif published on 17 November 2010. However, the view represents the discomfort – if not anger – of every journalist involving in the case. Based on the information, the choice of word 'gang' in the article inflicted certain loss. Tempo Interaktif editors were questioned by the Press Council about the diction. However, the case does not last long. Reinhard in an exception dated 2 November 2010 also touched on the issue about member of the Press Council who received complaint – Reinhard called it 'sharing one's feeling' – from Henny Lestari: Bambang Harymurti and Agus Sudibyo. Implicitly stated, Reinhard said Tempo is of interest with the leaking on the issue. This is the original statement of Reinhard: "It is alleged that the Press Council (Bambang Harymurti and Agus Sudibyo) makes us of their function and profession for the personal/group/circle interests by processing and publishing the 'sharing of one's feeling', not a written report, from Henny Lestari through Tempo, their media (see an article on Tempointeraktif.com, "Gerombolan Wartawan Diduga Peras Saham KS" on 17 November 2010, "Wartawan yang Minta Saham KS Harus Diberi Sanksi, on 18 November 2010, "Dewan Pers Kantongi Nama Wartawan Pemeras Saham Krakatau Steel on 18 November 2010).

11 On 23 November 2010, the Press Council did not only summon Reinhard and Kompas, but all media whose journalists were mentioned in the stock scandal such as Detik.com, Metro TV and Seputar Indonesia. See Press Council website, Dewan Pers: Dua Isu Soal Kepemilikan Saham KS oleh Wartawan, 24 November 2010 (http://dewanpers.or.id/kegiatan/berita/365-dewan-pers-dua-isu-soal-kepemilikan-saham-ks-oleh-wartawan)

to clarify, the meet-up in the Press Council ended shortly[12]. "I demand that the Press Council show the written report on a stamped paper worth Rp6,000. If needed, a stamped paper worth Rp60,000 would also do," Reinhard told reporters following the meeting[13]. Rikard Bagun, said, "After the clarification process is carried out, he said that he didn't get the stock and was not involved in the transaction."

The Press Council again summoned Reinhard on 24 November 2010. During the questioning, Reinhard reminded the council about the stamped paper. Reinhard also asked if the Press Council had read all the stories he wrote on the Krakatau Steel IPO.

Apart from Reinhard, other journalists in question included Indro Bagus Satrio (Detik.com), Leonard Samosir (Metro TV), and Wisnu Bagus (Seputar Indonesia daily). Nevertheless, the Press Council never asked for clarification from the three due to several reasons: Detik.com has carried out internal clarification toward Indro; Wisnu Bagus resigned as the case surfaced[14]; as regards Leonard, Metro TV demanded more

12 Member of Press Council Wina Armada cited in several media BlackBerry Messages are among strong evidence of the stock scandal. It was an issue that the Press Council tried to clarify on 23 November 2010. However, the meeting did not go well because Reinhard questioned more about written evidence of Henny Lestari's report to the Press Council. If the council was able to show the report, Reinhard would make clarification. In fact, during the meeting, Reinhard instead asked Henny about the amount of credit cards she held. With regard to the questioning on 23 November 2010, see Tempo magazine, Bagir Manan, Praktek Tak Sehat Harus Dihentikan, 6 December 2010.

13 Tempo Interaktif, Usai Dikonfrontit, Wartawan Kompas Enggan Berkomentar, 24 November 2010 http://www.tempointeraktif.com/hg/politik/2010/11/24/brk,20101124-294317,id.html. According to Reinhard, he must have a perusal over the report to make sure about the complaint in minute details. If he already got the information, he said he would provide answers on the controversy. However, he revised his information for several times and asked reporters to not quoting his statements. "It was off the record. I want you to avoid quoting unimportant statements. I can sue you as well. Remember, I put this on tape since the beginning," he said.

14 Tempo Interaktif, Kasus Krakatau Steel, Dua Wartawan Mengundurkan Diri, on 19 November 2010. Seputar Indonesia Editor in-Chief, Sururi Al-Farouk said that Winsu, the reporter said as asking for bribes in the form of stock to Krakatau Steel, was no longer working for Seputar Indonesia. "He's no longer working for Seputar Indonesia since 8 November 2010," he said. Farouk said the company did not have any connection with the case. "Seputar Indonesia has nothing to dod with the issue due to his resignation," he said.

time for questioning and made possible room for sanctions.

Detik.com in a press release stated that a clarification toward Indro was made over Indro on 19 November 2010, one day after the issue spread. "Indro said he and some other reporters buy Krakatau Steel shares at prices set for the IPO. Enough evidence is provided with the admission," the release said. Indro was not indicated of having any involvement in the IPO case.

Detik.com announced that it would fully support the Press Council on the investigation. However, they questioned Wina Armada for leaking the IPO scandal to journalists prior to making any clarification in the first place[15].

Indro resigned that night following the clarification process.

Agus Sudibyo[16], Chief of Public Complaints and Rule of Press Ethics Commission at the Press Council, said the Krakatau scandal underlined two important problems. First, reporters were thought of having bought Krakatau Steel IPO stock. Second, anyone claiming to be reporters asked for bribes in exchange for positive coverage of the firm's market float.

Finally, on 1 December 2010, the Press Council officially wrapped up the stock case[17] by saying that, "Reinhard has made use of his office and function as journalist on purpose to ask for a chance to buy the IPO stock of Krakatau Steel."

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15 Detikcom refers to the information delivered by Wina Armada to a number of media. Full clarification, see http://www.detiknews.com/read/2010/11/23/164653/1500545/10/penjelasan-redaksi-detikcom-terkait-isu-jual-beli-saham-pt-ks

16 Dewan Pers website, Dewan Pers: Dua Isu Soal Kepemilikan Saham KS oleh Wartawan, 24 November 2010, http://dewanpers.or.id/kegiatan/berita/365-dewan-pers-dua-isu-soal-kepemilikan-saham-ks-oleh-wartawan

17 http://dewanpers.or.id/kebijakan/surat-keputusan/364-keputusan-dewan-pers-tentang-dugaan-wartawan-meminta-hak-istimewa-untuk-membeli-saham-penawaran-umum-perdana-ipo-krakatau-steel

The Press Council acknowledged enough evidence on whether or not Reinhard eventually purchased the IPO stock was positive. However, whether he bought the stock or not, Reinhard's attempts to get the shares have been categorized unprofessional and violated journalism code of ethics. The Press Council referred to Article 6: "Indonesian journalists do not abuse their profession and do not take bribes."

Kompas daily decided to discharge Reinhard[18].

Following the Press Council's conclusion, the four reporters involving in the Krakatau Steel scandal gave various responses. Indro Bagus said it was normal for him to buy stocks[19]. "We used to asking them for stock allocation. But it's not free. We still have to pay," said Indro[20]. Yet, he denied the extortion allegations.

Wisnu denied all allegations addressed at him. "I didn't buy any shares and on top of that committing extortion," he said[21]. Leonard Samosir gave no comments on the issue. "This has to do with the institution. I have to consult with my editor in-

18 Vivanews.com, Langgar Etik, Wartawan Kompas Diberhentikan, 1 December 2010 (http://nasional.vivanews.com/news/read/191637-wartawan-kompas-diberhentikan)

19 In this matter, Indro was quite open with his activities in share trading. To a Tempo reporter, he told everything clearly on the activities. He admitted that he wanted to buy 200 lot of shares of Krakatau Steel in late October using his own money. Indro made a phone call to a contact in Mandiri Sekuritas, one of the underwriters, but failed. Indro then contacted a senior journalist at the stock exchange called Komarudin Muchtar, nicknamed Komar. The senior was formerly a photographer at Neraca daily and resigned in 2003. He said he promised to get a contact for Indro. In addition, Indro kept on contacting Mandiri Sekuritas and Kitacomm. Reinhard once asked Indro to not making calls to the said contacts. But, a source said Reinhard also tried to contact Mandiri Sekuritas and Kitacomm. He explained that the stock was not only for his personal interest. Finally, due to the intensive approaches, Mandiri Sekuritas gave 1,500 lot although the book building process was closed. The reporters also got privilege as they did not have to stand in line to get in. According to Indro, Reinhard said Mandiri only gave him 1,000 lot. Where did the 500 go? "It's my own business," said Reinhard quoted by Indro. A tempo source said that the group of reporters only acquired 1,150 lot. Detailed information, see Tempo magazine, Ketika Wartawan Berlagak Pialang, 29 November 2010.

20 Gatra magazine, Misteri Jatah 1.500 Lot Saham, Nomor 4, in circulation on 2 December 2010. http://www.gatra.com/artikel.php?id=143622

21 Gatra, ibid.

chief in the first place," he said[22].

Reinhard was forcibly against all conclusions that the Press Council drew. Not only did he prepare defense note, Reinhard also filed a lawsuit against the Press Council to the Administrative Court[23].

The Krakatau Steel stock scandal brought to surface old debates on the definition of conflict of interest during news coverage. Economic journalist Metta Dharmasaputra[24] reminded his fellow journalists on the case of Neil Collins, a financial journalist at Reuters, in 2010[25]. Collins wrote a column on British Petroleum but had failed to declare that he owned shares in a number of companies he was writing about, including BP, Marks & Spencer, Yell and Diageo. The Reuters code of conduct forbids journalists from writing about shares they own unless they notify their interest to their manager and from dealing in shares about which they have written recently or intend to write in the near future. He finally resigned from his office.

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22 Gatra, ibid.

23 Administrative Court of Jakarta denied the lawsuit that Reinhard Nainggolan filed against the Press Council related to the decision from the Press Council on allegations that reporters asking for privilege to buy IPO stock if Krakatau Steel. The refusal was attached in Injunction No. 30/G/2011/PTUN-JKT dated 22 March 2011 of which copy has been received by Press Council.
The Administrative Court said the decision that the Press Council took on the IPO scandal is not within the Administrative Law. In its opinion, the Administrative Court said the Press Council functions to campaign on journalism code of ethics. The decision that the Press Council made in the IPO scandal should refer to the journalism code of ethics, not any products of legislatives or executives. Therefore, the decision was not included laws, part of the administrative law. See http://dewanpers.or.id/kegiatan/berita/54-ptun-menolak-gugatan-reinhard-terhadap-dewan-pers. In addition to suing the Press Council, Reinhard also filed civil lawsuit against Henny Lestari to the court.

24 Opinion of a Tempo journalist, Metta Dharmasaputra, published by Koran Tempo, Saham Dibeli, Jurnalisme Dikebiri, 27 December 2010.

25 On Neil Collins, see The Guardian, Thomson Reuters columnist resigns over failure to disclose share ownership, 18 October 2010 (http://www.guardian.co.uk/media/2010/oct/18/thomson-reuters-breakingviews-neil-collins) dan Huffington Post, Neil Collins, Reuters Journalist, Resigns After Writing About Companies He Owned Shares In, yang ditulis oleh Jack Mirkinson. Diposting pertama pada 18 Oktober 2010 dan diupdate pada 19 Oktober 2010 (http://www.huffingtonpost.com/2010/10/18/neil-collins-reuters-jour_n_767008.html)

Article 6 of Journalism Code of Ethics solidly states that "Indonesian journalists do not abuse their profession and do not take bribes." One among many professional abuses is any action resulting in personal benefit over any information acquired when having an assignment in that the information is not yet published. Reporters working at the Stock Exchange are typically able to collect information faster than common investors. Should capital market reporters join the stock game, they will most likely misuse the information for personal interest.

Instead of the explicit clauses in the Journalism Code of Ethics, debates over issues on conflict of interest still surfaced during a discussion that AJI held in Jakarta on 10 December 2010[26]. "We have to revise the code of ethics into more detailed version," said member of AJI Jakarta ethical council, Abdullah Alamudi.

III.2 Growing Complaints

The Krakatau Steel scandal is only one among many cases that the Press Council deals with. Every year, the management received more complaints as ever given 514 cases on code of ethics in 2010, a sharp rise in statistics within the last four years.

Table III.1 Public Complaints to Press Council 2007-2010

Year	2007	2008	2009	2010
Total complaints	319	424	442	514
Forms				
Direct complaints	56	99	89	144
Indirect complaints	268	325	353	370

* REPORT FROM PUBLIC COMPLAINTS AND RULE OF PRESS ETHICS COMMISSION AT THE PRESS COUNCIL 2007-2010

26 Media Independen, Revisi Kode Etik Terkait Pembelian Saham bagi Wartawan, 10 December 2010. The topic of the discussion, "How to Restrict Journalists on Stock Exchange from Violating Journalism Code of Ethics."

The Press Council categorizes complaints into two: direct and indirect. In 2010, 144 cases were classified direct complaints while 370 cases were considered indirect. With regard to indirect complaint, filers will only carbon copy the report to the Press Council. The following are kinds of direct complaints that the Press Council recorded in 2010:

Table III.2 Anatomy of Complaints Filed to the Press Council in 2010

Case		Filer's background		Reported party		Types of violations		Residence of the reported	
Complaint over news coverage	83	People	42	Journalist/ Media	110	Not covering both sides	29	Nanggroe Aceh Darus-salam	2
Violence against journalist	13	Journalist/ Media	33	State institution/ official	8	Mixing fact and opinion	22	North Sumatra	13
Complaint over journalist/media	11	State institution/ official	17	Company	7	Inaccuracy	13	West Sumatra	2
Disturbing journalist	5	Company	13	University	2	Not verifying information	8	Riau	4
Not satisfied with the publication of the right to reply	5	police	7	people	3	Anonymous source	9	Riau Islands	2
The right to reply not published	5	Journalist association	6	Indonesian military/TNI	2	Unprofes-sional	7	Jambi	2
Lawsuit filed due to news coverage	3	NGO/LSM	5	Police	2	Vulgar	3	South Sumatera	1
Demand expert's opinion	3	Parliamentary member	4	Parliament	1	Violating presumption of innocence principles	2	Lampung	2
On censorship/ blocking news distribution	3	Religious figure/ organization	3	State agency	1	Not paying respect to source's traumatic experience	1	Banten	4
Asking for mediation	2	School/ teacher	3	Foreign embassy	1	Not hiding ID of victims of moral abuse	1	DKI Jakarta	68
Lawsuit for writing letter to the editors	2	State agency	2	Parliamentary members	1	Photo/image manipulation	1	West Jawa	9

Case		Filer's background		Reported party		Types of violations		Residence of the reported	
Not related to press	2	Political party/ figure	2	Unknown	1	Not paying respect to privacy	1	Jawa Tengah	4
Lawsuit filed by source	2	Official at state-owned/ regional-owned agencies	2	No complaint	5	Plagiarism	1	Yogyakarta	1
Journalist complaining over dismissal	1	Indonesian military/TNI	1					East Jawa	8
Source sued following news coverage	1	Court	1					Bali	2
Broadcast license	1	Media watch	1					West Nusa Tenggara	1
Complaint over polling	1	Celebrity	1					East Nusa Tenggara	2
Complaint over ads	1	Regional head candidate	1					West Kalimantan	4
								South Kalimantan	1
								East Kalimantan	1
								South Sulawesi	3
								Southeast Sulawesi	2
								Central Sulawesi	1
								Maluku	3
								North Maluku	2

Source: Research entitled "Problems on Rule of Ethics and Professionalism Pursuant to the Press Council's Experience," 2011

The above table clearly shows that most complaints comprise news coverage that journalists published (38 cases) while 11 cases mention about the manners shown by journalists or media. Various complaints are as varied as news coverage that does not cover both sides (29 cases); mixing facts and opinions (22 cases); inaccuracy (13); not verifying information (8);

unclear sources (9), unprofessional (7), plagiarism (1) [27]. The following are a number of violations on code of ethics that the Press Council noted:

Cover both sides principles. More violations against journalism code of ethics are concerned with failure in applying the cover both sides principles, avoid making judgments, both sides coverage, and fact check. In 2010, at least 29 complaints on this were filed to the Press Council.

During the mediation process, the cause of weak obedience toward the both-sides principles was finally found. It was not because of the ignorance of journalists and media. It was due to the problem that journalists often delve into work so there is hardly time for them doing fact checks or covering news with good balance.

Accuracy. Complaints are also aimed at stories that lack accuracy. Based on the identification that the Press Council carried through, the problem persists as journalists are pressed to bring information as fast as possible to the public.

The accuracy problem is apparent in several stories on Mount Merapi eruptions. A story shows that the clouds of hot gas and debris from the Merapi eruptions had reached Jalan Kaliurang kilometer 6.2, Yogyakarta. The story sparked terror among people as Jalan Kaliurang kilometer 6.2 is an area filled with homes. In fact, the information on the TV screen was not accurate for the pyroclastic flow never reached the neighborhood.

Excessive use of language**.** The report in 2010 also noted that the media still lack sensitivity over the negative effect

27 In violation cases against journalism code of ethics that the public reported, the Press Council makes divisions: violation against journalistic products and violation against code of ethics in reporting. The former deals with any print and broadcasted items, while the latter deals with ethics in reporting.

that certain coverage may bring. An instance of this is that the devastated villages situated in foothills of Mt Merapi were excessively exposed to the public. It is true that such a strategy would arouse sympathy among people living in other areas. It is just the kinds of news would affect the victims negatively as grief and trauma were still on the scene.

The Press Council also received reports from various parties that TV broadcasting has urged a number of refugees to return to their homes to secure their cattle and belongings. There were also non-TV programs which exploited the mystical elements surrounding Mt Merapi.

Opinionated words**.** Violations against code of ethics include incorrect choice of words. An example of this was concerned with local media, Kupas Tuntas, in Lampung. The media blamed Tanggamus Regent, Bambang Kurniawan ST, of committing immoral doings over someone in a story entitled "Tanggamus Regent Allegedly Harasses Someone's Wife" on 23 June 2010. When the Press Council questioned the matter, Kupas Tuntas failed to present accurate data to support the conclusion.

Similar case occurred in Lampung as Tiro magazine posed serious accusation toward North Sulawesi Governor, Sinyo Harry Sarundajang. However, the news was not built upon credible sources and verified facts. The media was viewed as using harsh and prejudiced words. The story was published on 47th edition, 15 February-15 March 2010 entitled "Dark Side of SH Sarundajang Administration: Killing, Abduction, Terror, Corruption, and Child Hostage."

Uncredible sources. A case on this was brought forth by National Police HQ against tvOne over a show "interview of case brokers" broadcasted in a regular program "Apa Kabar Indonesia Pagi" on 24 March 2010. The Press Council then proceeded with the report and found three weaknesses: the

use of incompetent and unreliable sources in discussing about top case brokers existing in the police HQ. The source was called Andris, a broker of minor cases. The source was seen lacking credibility resulting in confusing information. Second, the principles of news coverage were neglected because the journalist in question did not interview the police.

Stories with violent, sadistic or pornographic contents. Berita Bermuatan Kekerasan, Sadisme, atau Pornografi. The Press Council cited TV coverage during the Tanjung Priok clash on 14 April 2010 especially tvOne and Metro TV, which was full of violent contents. Both stations broadcasted footages which showed beatings, physical abuse, and acts of violence. There were efforts from the editorial team to somewhat conceal the violent contents. However, TV viewers could still watch the sadistic acts on screen. Moreover, the stations repeatedly aired the same scenes over and over.

CHAPTER IV
Media in Indonesia and the Digital Trend

New Times, Demand New Journalism

—Media mogul Rupert Murdoch during the launch of The Daily, 2 February 2011

MANAGERS or policy makers in media companies must have been familiar with the following vocabularies as those are words that in no way be uttered in meetings and discussions: unique users, page views, internet, online, digital, new media; besides especially the most common words are like profits and ads. These vocabularies have now begun to make obsolete the fashionable words such as circulation, printing, paper, sales and the like.

We know it is not a matter of taste, delivering the kinds of words. It is mainly concerned with, surely, trend. Any discussions these days on digital issues have been more preferred than anything as the belief is there that the future of media lies on the industry. Various statistics published by eminent ratings agency like Nielsen, media services

ZenithOptimedia[1], and Internet news blog Mashable.com[2] have emphasized the forecast.

Media employers in Indonesia responded the digital trend issues with as many different manners as possible. During a seminar on Media Industry Outlook 2011 that Newsprint Publishers Association held on 26 January 2011, three questions were posed: will the online media accelerate the death of newspapers? What chances the newspapers have to keep in circulation in the digital era? How much investment required to set up platforms – including the digital one?

The above questions seemingly represent the general sentiments that most players in the media industry have including those newsprint publishers. Anxiety is likely in the air upon witnessing the current emergence of online publications. For newsprint players, the situation is made worse by the global phenomenon which shows two opposing trends: as online publications grow, newspaper circulation in a number of countries tends to decrease in various levels.

The internet boom is real. Some agencies predict that ad spending for the platform is leaping. ZenithOptimedia forecasted that digital advertising will surpass newsprint ads in 2013. However, newcomers in the new platform will need some capital. Given the unsure ad portion, it is like entering a casino: spending money for investment without any idea that the money will come back – at least any sooner.

However, there are also players in the media industry who are willing to invest more, instead of to gamble more. They manage the online publications as seriously as they run

1 Press Release ZenithOptimedia, Underlying ad recovery continues despite shocks in Japan and the Middle East, 11 April 2011

2 Mashable,com, How Agencies Are Spending Online Media Budgets [INFOGRAPHIC], http://mashable.com/2011/06/09/media-agency-budgets/

other platforms. Kompas Group is among the old giants in the industry that does that. Ridlo Eisy[3], Executive Chairman of Newsprint Publishers Association, then Press Publishers Association, said Kompas did a daring experiment of which end result will be awaited by many media publishers.

For media in Indonesia, the atmosphere that has been around within the past few years is not new. This was the kind of mood that the media industry brought forth 10 years ago as the dotcom bubble came into being. The bubble was signaled by the increasing stock prices of dotcom enterprises with a climax on March 10, 2000 with the NASDAQ peaking at 5132.52 in intraday trading before closing at 5048.62[4].

In Indonesia, the dotcom era was marked by the growing number of online news portals as different as Satunet,com, Lippostar.com, Eramuslim.com, Cipinang.com, Astaga.com, Kopitime.com, Newsproperty.com, Catcha.com – in addition to the preceding Detik.com and Tempointeraktif.com[5]. The news portals promoted their unique supremacy in immediacy, way ahead than newspapers as the latter could only publish stories the next day.

However, the dotcom ecstasy ended instantly. In the United States, the era was marked by the merger of America Online with Time Warner on 11 January 2001. Another dotcom giant, Worldcom, had the similar endiing. It was only later found out that the company manipulated accounting to blow up the profits before filing for bankruptcy. A number of dotcom firms ran out of capital in that liquidation was the final solution. The attacks on the World Trade Center in New York on 11

3 Interview with SPS Executive Chairman Ridlo Eisy, 20 June 2011.

4 Wikipedia, The dot-com bubble (http://en.wikipedia.org/wiki/Dot-com_bubble).

5 More detailed discussion on the dotcom industry in 2000s, see Asmono Wikan dan R. Fadli, Tren Bisnis Portal berita di Indonesia: Jika Enggan merugi, Segmentasi dan inovasi Pilihannya, in Media directory 2002-2003 and AJI: Annual Report 2000-2001: Euphoria, Capital Consentration, and Mass Pressure, August 2001, pp. 20-21.

September 2001 worsened the situation.

The situation in Indonesia was pretty much the same. A number of news portals, whose income were mostly booked from ads, were either shut down or prolonged by merger. Kopitime.com, Astaga.com, Satunet, and Catcha.com were finally history. Dotcom companies merged or trimmed down managerial structures aiming at a more segmented readership. However, the attempts proved failed. Among the news portals, only Detik.com survives and gains success, apart from other online publications which have been part of newsprint strategies.

The bubble in early 2000 does not bring trauma. Yet, media in Indonesia needs time to try new luck on the business seriously[6]. In fact, until 2006, as the United States recorded rising trend in the use of the Internet, the media in Indonesia was not yet ready for the new digital era[7] - albeit some have chosen to have conglomeration as the most possible alternative in making growth and be big.

The past did not easily ignite media players in Indonesia to take up promising opportunities instantly in the digital space. However, as long as history is concerned, global affairs will always test the future of the digital world, including in Indonesia. Given the now contexts and situations, it is only a matter of time before media capitalists leave their conventional strategy, which is by depending on a single platform, to multiplatform era.

Most decision makers in media firms have opted in online publication as future strategy. It is by convergence that the goal

6 Poynter Institute marks the year 2000 as the milestone of new media era following the decline of the dotcom http://poynterplayground.com/200moments/index.php?s=year-2000 dan http://www.poynter.org/uncategorized/28786/new-media-timeline-2000/

7 Lovea Antony, targeting newspaper and magazine market in 2007, Challenges and Chances, Media Directory 2007, yang diterbitkan oleh SPS dan Infoemdia, Jakarta, 2007, hal. 32.

may be reached. Media is no longer restricted to newspaper, radio or TV. The expansion goes through online business. A number of publishers are in. However, few are still observing the situation. Many of them do not have enough capital, while many other do not want to make the same mistake as various dotcoms companies did a decade ago.

IV.1 The Digital Trend and World Newspapers

The wake of the current digital era often refers to the invention of "www" in 1999, which is marked by several progresses like the growth in internet users and the infrastructures – PC, smartphone, notebook. Despite the current digital technology can be traced up to a decade ago, the development of smart devices seem to peak in the past few years.

Since the year 2000, the number of internet users has grown rapidly. In 2000, the number reached 360.98 million, 444.8 percent smaller than the current number of 1.96 billion. It means that the annual growth in internet users globally is around 44 percent, given Africa as the strongest rate at 2,357 percent, North America at 1,825 percent, and Latin America at 1,032 percent.

Table IV.1 Data of Global Internet Users 2000-2010

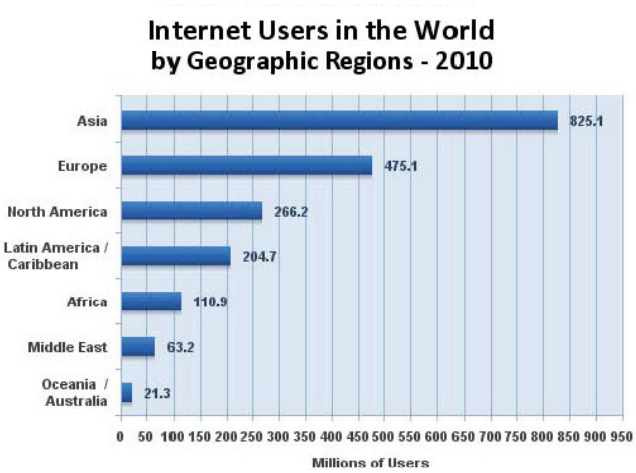
World Regions	Population (2010 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2010	Users % of Table
Africa	1,013,779,050	4,514,400	110,931,700	10.9 %	2,357.3 %	5.6 %
Asia	3,834,792,852	114,304,000	825,094,396	21.5 %	621.8 %	42.0 %
Europe	813,319,511	105,096,093	475,069,448	58.4 %	352.0 %	24.2 %
Middle East	212,336,924	3,284,800	63,240,946	29.8 %	1,825.3 %	3.2 %
North America	344,124,450	108,096,800	266,224,500	77.4 %	146.3 %	13.5 %
Latin America/ Caribbean	592,556,972	18,068,919	204,689,836	34.5 %	1,032.8 %	10.4 %

Oceania / Australia	34,700,201	7,620,480	21,263,990	61.3 %	179.0 %	1.1 %
World Total	6,845,609,960	360,985,492	1,966,514,816	28.7 %	444.8 %	100.0 %

SOURCE: WWW.INTERNETWORLDSTATS.COM

Of the percentage of internet users against population, North America sits on top of the list at 77.4 percent followed by Australia (61.3%) and Europe (58.4%). Africa has been the continent with the highest growth percentage. In Asia, given the second largest population in the world, the ratio of internet users over population is around 21.5 percent. However, if numbers are put into consideration, Asia has the largest amount of internet users with 825 million.

Table IV.2 Global Internet Users based on geographic regions, 2010



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Estimated Internet users are 1,966,514,816 on June 31, 2010
Copyright © 2010, Miniwatts Marketing Group

Another parameter used in looking at the digital trend is social network users. There are trending social media sites

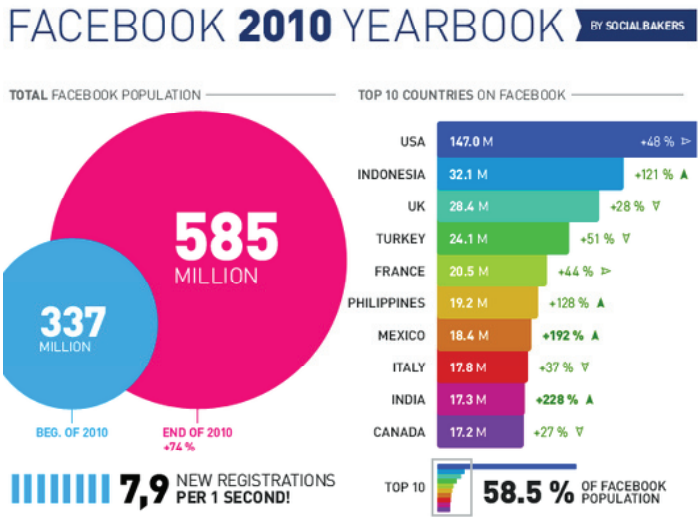
today[8], given Facebook, launched in February 2004[910], being the most popular. In six years, Facebook has managed to have 585 million users, seven new users in every one second.

Tabel IV.3 Top Ten Facebook Users by Countries

1.	United States	150,499,700
2.	Indonesia	38,518,620
3.	United Kingdom	29,773,980
4.	Turkey	29,284,260
5.	India	28,581,360
6.	Mexico	26,418,220
7.	Philippines	25,018,240
8.	France	22,601,480
9.	Brazil	20,612,800
10.	Italy	19,711,480

SOURCE: WWW.CHECKFACEBOOK.COM[11]

Graphic IV.1 Facebook Facts in 2010



8 Wikipedia, http://en.wikipedia.org/wiki/Social_media.

9 According to Alexa, until June 2010, Facebook is second most popular site after Google.

10 Wikipedia, http://en.wikipedia.org/wiki/Facebook

11 http://www.checkfacebook.com/. Data diakses pada 20 Juni 2011

So, how about the prospect of digital advertising? Surveys show that digital advertising tends to climb. In a report prepared by ZenithOptimedia[12], internet ads in 2010 reached US$63,049 million, a rise of almost US$10 million compared to the previous year. The amount is estimated to keep on rising in phases. In 2013, ZenithOptimedia figured that the ad spending online will surpass newspapers despite the fact that TV ad expenditures will still be higher.

Tabel IV.4 Ad spending based by medium (in US$ million, foreign currencies in 2009)

	2009	2010	2011	2012	2013
Newspapers	97,421	95,235	92,997	91,867	91,246
Magazines	43,856	43,768	43,246	43,007	42,835
Television	165,502	180,315	190,169	203,698	215,980
Radio	31,672	31,995	32,828	34,077	35,243
Cinema	2,091	2,308	2,451	2,606	2,764
Outdoor	28,184	29,456	31,172	33,306	34,946
Internet	54,230	63,049	71,623	82,358	94,467
Total *	422,956	446,126	464,486	490,920	517,481

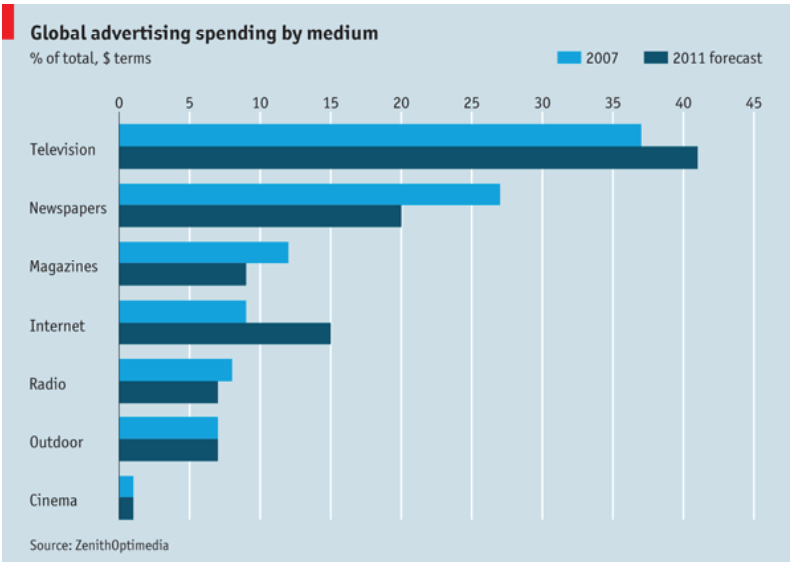
SOURCE: ZENITHOPTIMEDIA

The internet ad spending in 2010 reached 14.1 percent – higher than the previous year at 12.8 percent. In 20113, the percentage of ad spending is predicted to hit 18.3 percent.

So far, television still holds the highest spending. In 2010, television controlled 40.4 percent ad spending, a rise compared to the previous 39.1 percent. Within the next three years, television is still estimated to take the lead in ad expenditures.

12 Press Release ZenithOptimedia, Underlying ad recovery continues despite shocks in Japan and the Middle East, 11 April 2011

Graphic IV.2 Ad Percentage by Medium (2000-2007)



SOURCE: THE GUARDIAN

The quick growth of online media, with significant income from ads each year, gave warning signal for newsprint owners. In fact, more surveys in the United States show that most Americans (46%) read news online. In the US, the percentage of online media users is only behind tv audiences[13].

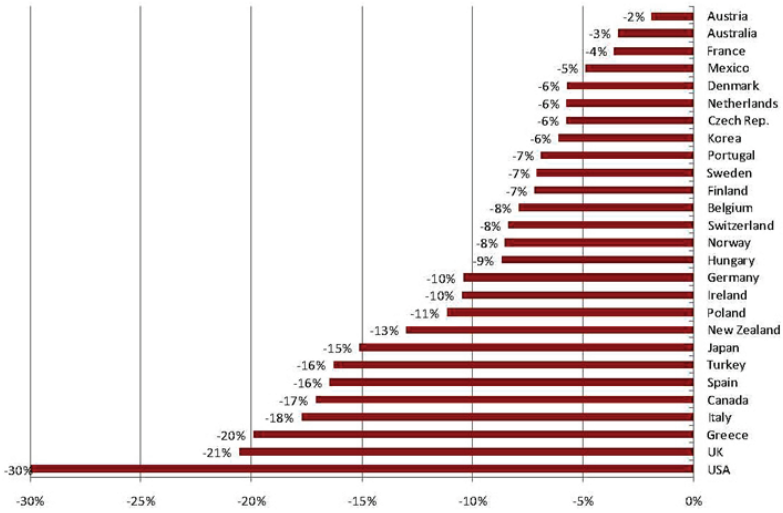
Another surprising fact is that circulation decrease in developed countries, whose economy are better than emerging countries, keeps going.

Accurate data as to how the circulation keeps going down and how huge online penetration contributes to the decrease is not available.

13 Tony Chou, The Internet Finally Becomes America's Largest Source Of News, 15 Maret 2011 http://www.businessinsider.com/a-huge-milestone-the-internet-finally-becomes-americans-largest-source-of-news-2011-3 Survey of Pew Research Center, 46% of people say they read news online at least three times a week than read newspaper (40%) for the first time ever. TV is only popular among Americans as it is their primary source of news (50%).

The report of Organization for Economic Co-operation and Development OECD 2011 was quite terrifying. Adopting the report from PriceWaterhouseCoopers (2009), it shows that a number of developed countries record fall in newspaper circulation. There are top five countries having the highest circulation drop: The US (-30%), UK (-23%), Greece (-20%), Italy (-18%), and Canada (-17%)[14].

Grafik IV.3 Decrease in Newspaper circulation in countries (2007-2009)



SOURCE: THE EVOLUTION OF NEWS AND THE INTERNET, OECD, 11 JUNE 2010

The collapsing business of newspaper affects the number of workers hired by media companies. OECD shows in its report that the layoffs imposed upon media workers are mostly carried

14 The Evolution of News and The Internet oleh Directorate for Science, Technology and Industry Committee for Information, Computer and Communications Policy, Organisation for Economic Co-operation and Development, 11 Juni 2010

out in Norway (-52%), Netherlands (-41%), Korea (-30%), Germany (-25%), Hungary (-24%), and the US (-12%). The plunge in newspaper circulation in the US brings in questions. Some say the situation is the effect of the economic downturn in 2007 which badly affected the US. After the crisis, several traditional media are reported of filing for bankruptcy or changing over to online publications. Nevertheless, the major problem lies not in the economic slowdown from US subprime mortgage crisis. The decrease in circulation had already taken place prior to the crisis[15]. In 2009, for example, Audit Bureau of Circulations data shows that newspaper circulation in the US is smaller than it was in 1940.

Table IV.6 Circulation Trend of Five Top US Newspapers[16]



NOTE: Percentage change compares April-Septmeber numbers with those from April-September 2008.

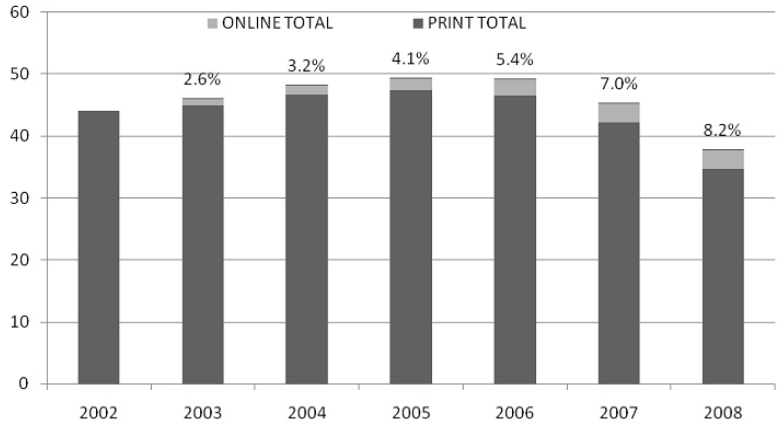
Table IV.6 shows that the decrease in circulation is not only occurred in new newspaper but also top players such as USA Today, New York Times, Los Angeles Times, and The Washington Post. Newspaper ad spending drastically dropped. Recent data from Newspaper Association of America (NAA)

15 The Washington Post, The accelerating decline of newspapers, Tuesday, 27 Oktober 2009 http://www.washingtonpost.com/wp-dyn/content/article/2009/10/26/AR2009102603272.html. Time, 5 December 2006 writes about the future of newspaper. Scott Bosley, Executive Director of the American Society of Newspaper Editors, says, "The word newspaper is going to disappear. We'll talk about news rather than newspapers because there are going to be so many other ways that people get their news. Newspaper companies are becoming information companies. The definition of news is broadening and the way we're delivering it is changing."

16 http://www.washingtonpost.com/wp-dyn/content/graphic/2009/10/27/GR2009102700288.html

shows that in 2010 advertisers only spent US$25.8 billion for print and digital versions of newspapers, deemed the lowest since 1985. After some adjustments, with regard to inflation, US ad spending today equals it was 50 years ago[17]. At the same time, online ad spending in the US rose 10.9% last year, compared to a decrease of 11% in 2009.

Graphic IV.4 Newsprint ad spending v online ad spending (in billion US$) (Percentage indicates ad spending as part of total ad spending), 2002-2008



Will Skowronski, in an article entitled "Circulation Boost?" published by the American Journalism Review of June/July 2009 edition writes that a number of media look at the tech development as a way in outflanking the situation. One of the attempts is to make use an e-book reader called Kindle, which is developed by Amazon. The technology at a glance resembles the e-paper which has been around since 2007, which several newspapers adopt[18]. The digital marketing of

17 Roy Greenslade, US newspaper ads hit 25-year low, 17 March 2011 http://www.guardian.co.uk/media/greenslade/2011/mar/17/newspapers-us-press-publishing

18 Abdul Manan, Lilin (Yang) Meredup di Bumi Amerika, 1 October 2010, http://abdulmanan.blogspot.

newspaper contents has been an appealing option since it may reduce production costs.

A number of newspaper companies have also tried paid content system to boost the decreasing income[19]. Newsday.com[20] and The New York Times[21] are now into the paywall system. Some world newspapers, that have been informed about the unpromising future of paid content[22],are now making close observation upon the attempts.

Nielsen in its report "Changing Models: A Global Perspective on Paying for Content Online" shows that the answer for the paywall success is a definite "maybe." Nielsen asked more than 27,000 consumes across 52 countries. As expected, the vast majority (85%) prefer that free content remain free. In the mean time, more than 40% of consumers think about paying contents from newspapers. The number is indeed smaller than it is willing to pay contents online.

com/2011/01/lilin-yang-meredup-di-bumi-amerika.html

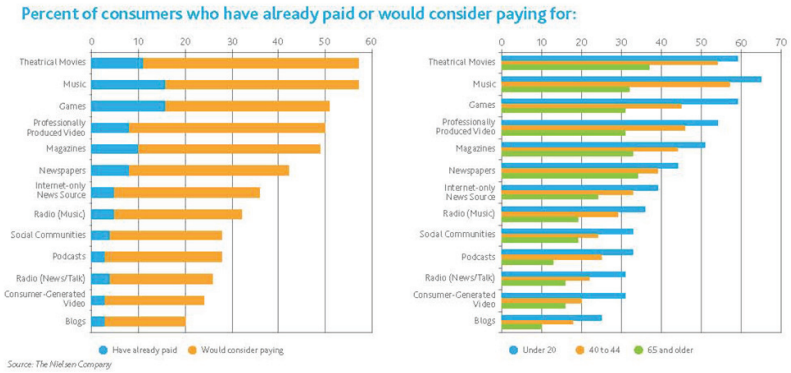
19 American Press Institute, Paid Content: Newspaper Economic Action Plan, Mei 2009. API sees that paid content is not the only source of income that will save journalism www.niemanlab.org/pdfs/apireportmay09.pdf

20 Frederic Lardinois, Paid Content Won't Work for Everybody: Newspaper Sells 35 Subscriptions in 3 Months, 26 Januari 2010. http://www.readwriteweb.com/archives/newsday_sells_35_online_subscriptions.php

21 Frederic Lardinois, Paid Content Won't Work for Everybody: Newspaper Sells 35 Subscriptions in 3 Months, 26 Januari 2010. http://www.readwriteweb.com/archives/newsday_sells_35_online_subscriptions.php

22 Ken Doctor, Four Bad Ideas for Paid Newspaper Content Online, 24 maret 2009 http://seekingalpha.com/article/124057-four-bad-ideas-for-paid-newspaper-content-online

Table IV Percent of consumers who have already paid or would consider paying for:



IV.2 Media industry and Digital Chance in Indonesia

The digital trend worldwide is also reflected in Indonesia. Internet users within the last 10 years have grown in a considerable speed. In 2000, the internet users in Indonesia were only around 2 million; 2007, 20 million; 2008, 25 million; and 2009, 30 million. In 2010, Indonesia is ranked 16th worldwide as regards the number of internet users.

Table IV.8 20 Top Internet Users Worldwide by Countries

No	Country	Population (2010)	Recent user data	% Population (Penetration)	Growth 2000-2010	% of global users
1	China	1,330,141,295	420,000,000	31.6 %	1,766.7 %	21.4 %
2	United States	310,232,863	239,893,600	77.3 %	151.6 %	12.2 %
3	Japan	126,804,433	99,143,700	78,2 %	110.6 %	5.0 %
4	India	1,173,108,018	81,000,000	6.9 %	1,520.0 %	4.1 %
5	Brazil	201,103,330	75,943,600	37.8 %	1,418.9 %	3.9 %
6	Germany	82,282,988	65,123,800	79.1 %	171.3 %	3.3 %
7	Russia	139,390,205	59,700,000	42.8 %	1,825.8 %	3.0 %
8	United Kingdom	62,348,447	51,442,100	82.5 %	234.0 %	2.6 %
9	France	64,768,389	44,625,300	68.9 %	425.0 %	2.3 %
10	Nigeria	152,217,341	43,982,200	28.9 %	21,891.1 %	2.2 %

No	Country	Population (2010)	Recent user data	% Population (Penetration)	Growth 2000-2010	% of global users
11	Korea South	48,636,068	39,440,000	81.1 %	107.1 %	2.0 %
12	Turkey	77,804,122	35,000,000	45.0 %	1,650.0 %	1.8 %
13	Iran	76,923,300	33,200,000	43.2 %	13,180.0 %	1.7 %
14	Mexico	112,468,855	30,600,000	27.2 %	1,028.2 %	1.6 %
15	Italy	58,090,681	30,026,400	51.7 %	127.5 %	1.5 %
16	Indonesia	242,968,342	30,000,000	12.3 %	1,400.0 %	1.5 %
17	Philippines	99,900,177	29,700,000	29.7 %	1,385.0 %	1.5 %
18	Spain	46,505,963	29,093,984	62.6 %	440.0 %	1.5 %
19	Argentina	41,343,201	26,614,813	64.4 %	964.6 %	1.4 %
20	Canada	33,759,742	26,224,900	77.7 %	106.5 %	1.3 %
	TOP 20 Countries	4,480,797,760	1,490,754,397	33.3 %	417.8 %	75.8 %
	Rest of the World	2,364,812,200	475,760,419	20.1 %	551.2 %	24.2 %
	Total World	6.845.609.960	1.966.514.816	28.7 %	444.8 %	100.0 %

SOURCE: WWW.INTERNETWORLDSTATS.COM

The data shows that the Internet users in Indonesia reach around 12.3 percent of total population. It means that the number of internet users in Indonesia grows 1,400% within the last 10 years. The recent number is 30 million users, around 1.5% of global internet users. Up until 2010, the growth of Indonesia's internet users surpasses the US (151.6%), UK (234%) and Japan (110.6%).

Indonesia could have more internet users. Despite the statistics in 2010, those who is able to gain access to the Internet can be a lot higher. The estimate may hold true since the Internet can both be accessed through PCs and mobile smartphones using such browser as Opera Mini[23]. Opera Mini shows in its report that more than 90 percent of youth users access the Internet through their smartphones. Given the mobilephone users of 178 million[24] in the country, the

23 Tempo Interaktif, Remaja Indonesia Lebih Suka Akses Internet Lewat ponsel, 24 November 2010.

24 CyberNews, Inilah Lima Perusahaan Pemilik Pasar Telekomunikasi di Indonesia, 14 Mei 2011.

number of internet users in Indonesia could be higher than those recorded by world internet statistics[25].

Another indication on the high number of internet users in the country is social network users. In Indonesia, Facebook is so popular that until June 2011, the number of new users increased by 38.86 million. It is a radical boost given the number in 2010 of 26 million[26]. Today, Indonesia eclipses UK as Facebook's second largest market after the United States[27]. Socialbakers.com shows that most Facebook users in the country are male. Meanwhile, the age of 18-24 is the most age group accessing the social media site.

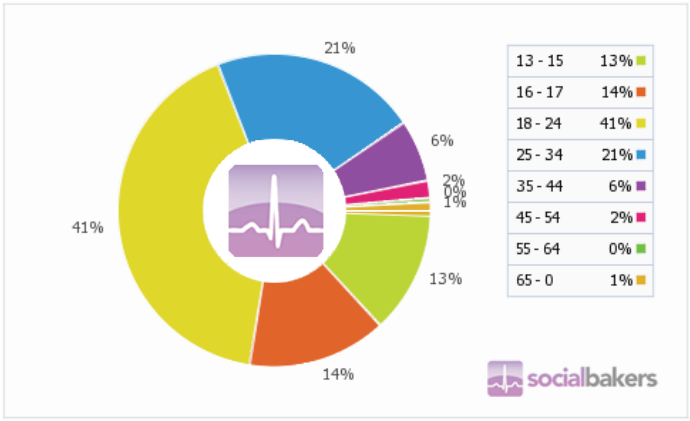
Indonesian users are not only into Facebook. Statistics shows that Indonesia was ranked 4 worldwide in Twitter users in 2010.

25 Tempo Interaktif, Remaja Indonesia Lebih Suka Akses Internet Lewat ponsel, 24 November 2010 (http://www.tempointeraktif.com/hg/it/2010/11/24/brk,20101124-294289,id.html and Suara Merdeka, Inilah Lima Perusahaan Pemilik Pasar Telekomunikasi di Indonesia, 14 Mei 2011 http://suaramerdeka.com/v1/index.php/read/news/2011/05/14/85661/Inilah-Lima-Perusahaan-Pemilik-Pasar-Telekomunikasi-di-Indonesia

26 Indonesia "Internet Censhorsip" Brief Report for OpenNet Initiative (ONI) Global Summit 2010, paper delivered by Donny BU, dari ITC Watch, June 2010.

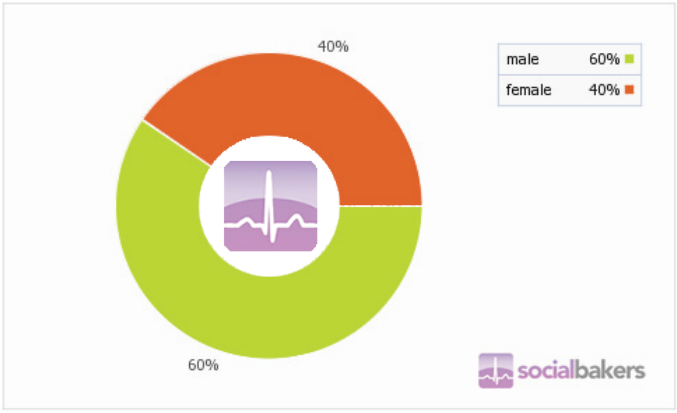
27 Socialbakers, Indonesia Facebook Statistics, accessed on 29 June 2011 (http://www.socialbakers.com/facebook-statistics/indonesia). Based on Socialbakers, Facebook users by 29 June 2011 reached 712,878,620. Top five Facebook users by countries: The United States (151,350,260), Indonesia (38,860,4600. UK (29,880,860), India (29,475,740), Turkey (29,459,200)

Graphic IV.3 Facebook users in Indonesia by Age Groups



SOURCE: HTTP://WWW.SOCIALBAKERS.COM[28]

Graphic IV.4 Facebook users in Indonesia by gender

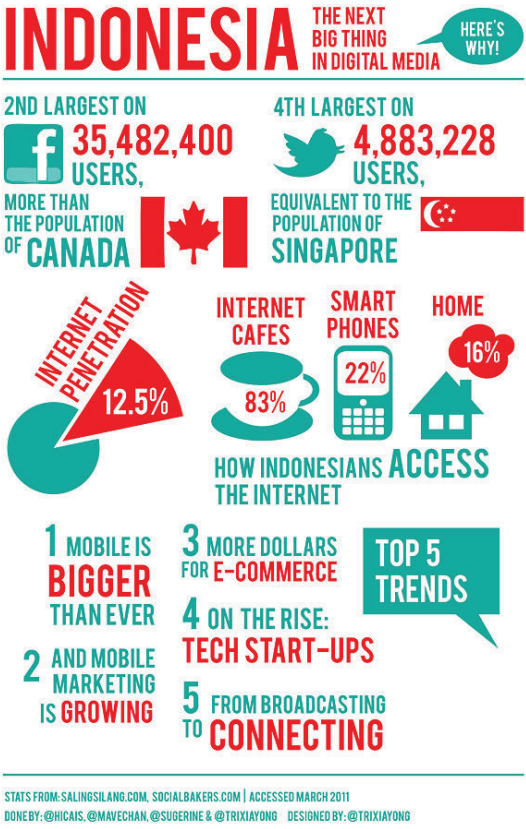


SOURCE: HTTP://WWW.SOCIALBAKERS.COM[29]

28 http://www.socialbakers.com/facebook-statistics/indonesia, accessed on 28 june 2011

29 http://www.socialbakers.com, ibid.

Graphic IV.5 Social media fact in Indonesia



SOURCE: WWW.PENN-OLSON.COM[30]

Apart from social network sites, what kind of sites that most Indonesian users usually visits? Table IV.9 shows that in addition to Facebook, most visitors go to top sites like Google, Blogger, or Yahoo! Large number of visitors also frequent top 100 websites like Detik.com, Vivanews.com, Kompas.com, Okezone.com, Inilah.com, Tempo Interaktif, and Tribunnews.com.

30 www.penn-olson.com/2011/03/25/indonesia-the-next-big-thing-in-digital-media/

Table IV.9 Top 100 most visited websites in Indonesia

1. Facebook (www.facebook.com)	26. PayPal (paypal.com)	51. Bing (bing.com)	76. ImageShack (imageshack.us)
2. google.co.id (google.co.id)	27. Okezone.com (Okezone.com)	52. filestube.com (filestube.com)	77. angege.com (angege.com)
3. Google (google.com)	28. Histats.com (histats.com)	53. Detikcom (detikinet.com)	78. RapidShare (rpidshare.com)
4. Blogger.com (blogspot.com)	29. Clicksor (clicksor.com)	54. files.wordpress.com (files.wordpress.com)	79. lzjl.com (zjl.com)
5. Yahoo! (yahoo.com)	30. Indowebster (indowebster.com)	55. idr-clickit.com (idr-clickit.com)	80. linkwithin.com (inkwithin.com)
6. YouTube (youtube.com)	31. googleusercontent.com (googleusercontent.com)	56. Site Meter (sitemeter.com)	81. Free one-click (hotfile.com)
7. Kaskus (kaskus.us)	32. Bank Mandiri (bankmandiri.co.id)	57. Globe7 (globe7.com)	82. Travian (travian.co.id)
8. WordPress.com (wordpress.com)	33. KapanLagi.com(kapanlagi.com)	58. CNET.com (cnet.com)	83. Facebook! (bcdn.net)
9. Twitter (twitter.com)	34. Goal.com (goal.com)	59. EzineArticles.com (ezinearticles.com)	84. CNET Download.com (download.com)
10. 4shared (4shared.com)	35. Permainan online (Games.co.id)	60. LinkedIn (linkedin.com)	85. Neobux.com (neobux.com)
11. Detik.com (detik.com)	36. Windows Live (live.com)	61. Inilah.com (inilah.com)	86. AddThis (ddthis.com)
12. Wikipedia (wikipedia.org)	37. Microsoft Corporation (microsoft.com)	62. Ask (ask.com)	87. fileserve.com (fileserve.com)
13. VIVAnews.com (vivanews.com)	38. kompasiana.com (kompasiana.com)	63. Free Download MP3 Lagu Indonesia Gratis (gudanglagu.com)	88. OLX (ox.co.id)
14. KOMPAS.com (kompas.com)	39. Indo Network (indonetwork.co.id)	64. nfrozi's (blogdetik.com)\	89. Friendster (riendster.com)
15. KlikBCA (klikbca.com)	40. conduit.com (conduit.com)	65. eBay (ebay.com)	90. 180.235.150.56 (180.235.150.56)
16. bp.blogspot.com (bp.blogspot.com)	41. WordPress (wordpress.org)	66. Tumblr (tumblr.com)	91. MSN (msn.com)
17. MediaFire (mediafire.com)	42. Lintas Berita (lintasberita.com)	67. AVG (avg.com)	92. dbclix.com (dbclix.com)
18. Detiknews (detiknews.com)	43. Detikcom (detikhot.com)	68. Go Daddy (godaddy.com)	93. jobstreet.co.id (jobstreet.co.id)
19. Ziddu (ziddu.com)	44. Scribd (scribd.com)	69. The Internet Movie Database (imdb.com)	94. BNI (bni.co.id)
20. Tokobagus (tokobagus.com)	45. Indowebster.web.id (indowebster.web.id)	70. Tempointeraktif.com (tempointeraktif.com)	95. EnterUpload (enterupload.com)
21. Indonesian Publisher Community (adsense-id.com)	46. sponsoredreviews.com (sponsoredreviews.com)	71. Bhinneka (bhinneka.com)	96. Free sex videos (tube8.com)
22. Detik Sport (detiksport.com)	47. Flickr (flickr.com)	72. Digital Point Solutions (digitalpoint.com)	97. linggars.com (linggars.com)
23. adf.ly (adf.ly)	48. Photobucket (photobucket.com)	73. Tribunnews.com (tribunnews.com)	98. LiveJasmin.com (livejasmin.com)
24. Multiply (multiply.com)	49. STAFA Band (stafaband.info)	74. yieldmanager.com (yieldmanager.com)	99. Megaupload (megaupload.com)
25. Amazon.com (amazon.com)	50. filesonic.com (filesonic.com)	75. Digg (digg.com)	100. jne.co.id (jne.co.id)

SOURCE: WWW.ALEXA.COM[31]

Instead of the large number of internet and social media users in Indonesia, advertisement has yet to get high potentials. Nielsen, which has long estimated ad spending in Indonesia, has yet to include internet and online media expenditures until 2010. Nielsen Regional Director of Effective Measure, Russel

31 Material was accessed on 29 June 2011

Conrad, figures that internet ad spending in Indonesia may reach US$40 million. Within the next five years, the spending is expected to reach US$150 million[32]. SPS Executive Director, Asmono Wikan, said news portals acquire ad spending of around Rp150 billion, in which Detik.com and Kompas.com achieve 50 percent of the total expenditures[33].

The Economist writes in an article "Social Media in Indonesia: Eat, pray, tweet" exposing the potentials that social media sites may get in Indonesia. However, the question remains: how to make money from Indonesians' interest in connecting with one another? Michael Smith of Yahoo! Says it will need more time of more firms to gain profits from the online socializing users in Indonesia. "I always tell people that the volumes and willingness of customers to pay in Indonesia [are] so low that you can't expect gargantuan revenues from it today." [34]

Some online media players said it is not easy to have more ad spending in the digital platform. Despite the infinite space, there is a tendency that advertisers turn to TV and newspapers for ad spots. It is not surprising that TV and newspaper companies have always dominated in ad expenditures within the last 10 years. Even if few news portals get more profits, it is only because they regularly create off air activities such as seminars, ticketing, and the like: the kinds of strategies that Detik.com has applied. In addition, other approaches can also be devised to attract people advertise online[35].

Online media players are optimistic about the future of the

32 Digital Ad Spend at Two Percent in South East Asia?, 15 June 2011 (http://blog.adzcentral.com/2011/06/15/digital-ad-spend-at-two-per-cent-in-south-east-asia/)

33 Ramai-ramai (Mencoba) bermain Digital, Perskita, Serikat Penerbitsuratkabar, Juni 2011.

34 The Economist, Social Media in Indonesia Eat, Pray, Tweet, 6 Januari 2011 --http://www.economist.com/node/17853348S

35 Interview with Editor in-Chief of Beritasatu.com Ulin Niam Yusron, 22 June 2011.

industry. They did not worry about the past event that took place a decade ago during the dotcoms bubble. They argued that the failures in building online culture in 2000 lie on both the lack of infrastructures and small number of internet users[36]. Throughout those years, only two million people accessed the Internet. Such mobile devices as laptop or smartphones were not yet widely available.

How about the future of TV, radio and newspaper in the wake of online media growth? Media Scene Volume 21 in 2009/2010 shows that radio stations in Indonesia reach 1,248, 819 of which uses FM while the rest use AM. Data of the Press Council in 2010 shows that 378 radio stations are still around. As regards TV stations, data shows that until 2009 the number reaches 79[37].

Table IV.10 Press Council on Number of Radio Stations in Indonesia, 2010

No	Province	Data of Press Council (2010)	Permanent Broadcast Permit (May 2011) *
1	Nanggroe Aceh Darussalam	10	0
2	North Sumatera	5	8
3	West Sumatera	18	1
4	Riau	9	5
5	Riau Islands	-	2
6	Jambi	3	1
7	Bengkulu	6	4
8	South Sumatera	22	7
9	Bangka Belitung	8	1
10	Lampung	3	21
11	Banten	4	8
12	DKI Jakarta	26	27
13	West Jawa	3	95
14	Central Jawa	16	87

36 Interview with Editor in-Chief of Beritasatu.com Ulin Niam Yusron, 22 June 2011 and Executive Editor of Tempo Interaktif Burhan Solihin, early 2011.

37 A paper by S. Djuarsa Sendjaja in a discussion at the Press Council, 4 May 2009. The number will hike if 176 proposed licenses – 6 local public TV stations, 121 local TV stations, 31 digital TVs and 18 community TVs - are approved.

No	Province	Data of Press Council (2010)	Permanent Broadcast Permit (May 2011) *
15	DI Yogyakarta	20	15
16	East Jawa	86	95
17	Bali	6	25
18	West Nusa Tenggara	5	2
19	East Nusa Tenggara	24	3
20	West Kalimantan	11	8
21	South Kalimantan	24	18
22	Center Kalimantan	10	6
23	East Kalimantan	3	1
24	South Sulawesi	28	8
25	Southeast Sulawesi	12	0
26	Center Sulawesi	4	4
27	Gorontalo	1	1
28	North Sulawesi	4	1
29	West Sulawesi	-	0
30	Maluku	6	2
31	North Maluku	-	0
32	Papua	1	1
33	West Papua	-	0
		378	456

SOURCE: DATA OF NATIONAL PRESS 2010 PRESS COUNCIL AND KPI (UNTIL MAY 2011) * IPP (BROADCASTING PERMIT)

Based on the statistics on media, newspapers tend to increase in quantity. In 2008, it was 1,008 in numbers while in 2009, it was 1,036. In 2010, the number hit 1076. Within two years, 68 new newspaper companies were into the industry. As far as circulation is concerned, 2,413,587 of rise were recorded, or around 1.2 million per year. The growth in media and circulation was due to the founding of regional newsprint companies[38].

38 Antaranews.com, Digitalisasi Tidak Matikan Media Cetak, 8 Juni 2011.

Table IV.11 Newsprint companies in quantity and circulation, 2008 – 2010

	2008		2009		2010	
	Media	Circulation	Media	Circulation	Media	Circulation
Bulletin	3	7,809	3	7,809	5	33,809
Magazine	318	5,925,857	322	6,234,357	294	6,235,243
Daily newspaper	290	7,490,252	302	8,080,694	349	8,744,483
Weekly newspaper	224	1,039,853	232	1,063,353	240	1,084,075
Tabloid	173	4,621,055	177	5,427,955	188	5,400,803
Total	1,008	19,084,826	1036	20,814,168	1,076	21,498,413

SOURCE: SERIKAT PENERBIT SURATKABAR

Ad spending has been in surge as of 2006. Data of Nielse shows that in 2006, media ad spending reached Rp30 trillion. In 2010, it rose twice as much to Rp59 trillion. Between 2006 and 2007, the increase was 17%; 2007-2008, 19 percent; 2008-2009, 16 percent. In 2010, the hike reached 23 percent.

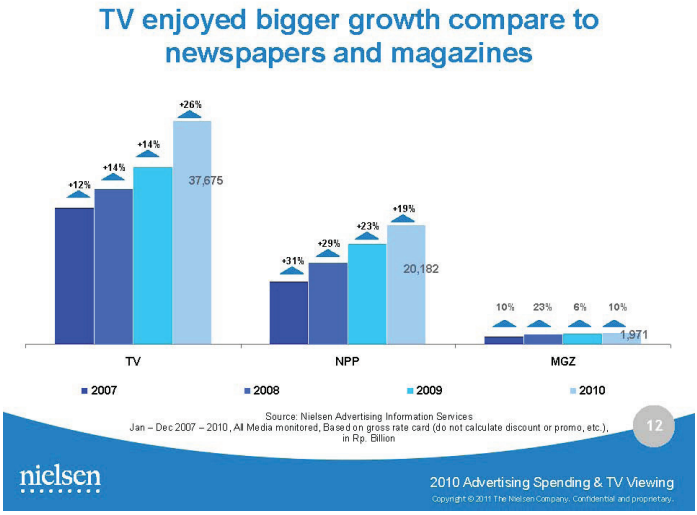
Table IV.12 Advertising Growth in Indonesia, 2006-2010 (in trillion rupiah)

2006	Growth (%) 2006-2007	2007	Growth (%) 2007-2008	2008	Growth (%) 2008-2009	2009	Growth (%) 2009-2010	2010
30,025	+17	35,088	+19	41,708	+16	48,585	+23	59,287

SOURCE: NIELSEN, 2010

TV still gains the largest portion of ad spending with Rp37 trillion, followed by newspaper (Rp20 trillion) and magazine (Rp1.9 trillion).

Graphic IV.6 Ad spending comparison, TV v Newspaper v Magazine (2007-2010)



Which party gets the largest ad spending in 2010?

Table IV.13 Top 20 Media by Ad Spending (Newspaper, Magazine, Tabloid)

Daily Newspaper		Magazine		Tabloid	
Kompas	2,262,124,000,000	Tempo	109,768,000,000	Nova	156,028,000,000
Jawa Pos	994,004,000,000	Femina	103,953,000,000	Bola	79,752,000,000
Seputar Indonesia	950,305,000,000	Cosmopolitan	52,103,000,000	Nyata	64,257,000,000
Manado Post	614,464,000,000	Gatra	37,758,000,000	Otomotif	41,803,000,000
Rakyat Bengkulu	525,932,000,000	SWA	33,069,000,000	Nakita	31,288,000,000
Media Indonesia	524,091,000,000	Harper Bazar	30,271,000,000	Pulsa	29,620,000,000
Sumatera Ekspres	506,551,000,000	Dewi	30,064,000,000	Genie	28,422,000,000
Jambi Independent	494,175,000,000	Ayahbunda	29,420,000,000	Bintang Indonesia	27,437,000,000
Sriwijaya Post	452,363,000,000	Indonesia Tatler	27,554,000,000	Motor Plus	26,097,000,000
Tribun Timur	442,803,000,000	Elle Indonesia	24,621,000,000	Posmo	20,748,000,000

Radar Lampung	442,803,000,000	Kartini	23,253,000,000	Wanita Indonesia	20,554,000,000
Koran Tempo	435,903,000,000	Globe Asia	21,169,000,000	Cek & Ricek	16,023,000,000
Riau Pos	425,676,000,000	Gadis	20,871,000,000	Gaul	13,702,000,000
Kaltim Post	416,048,000,000	Misteri	20,357,000,000	Oto Trend	11,319,000,000
Jambi Ekspres	390,203,000,000	Cita Cinta	19,490,000,000	Rumah	10,023,000,000
Fajar	384,193,000,000	Hai	18,709,000,000	Kontan	9,757,000,000
Radar Cirebon	357,298,000,000	Female	18,190,000,000	Soccer	8,003,000,000
Bali Post	353,571,000,000	Aneka Yess	18,163,000,000	Saji	6,916,000,000
Pikiran Rakyat	319,938,000,000	FHM	18,021,000,000	Oto Plus	6,176,000,000
Tribun Kaltim	315,371,000,000	Go Girl	17,856,000,000	SMS	5,579,000,000

SOURCE: MEDIA SCENE 2010/2011, QUOTED BY PERSKITA IN JUNE 2011[39]

In 2010, top advertisers in all categories are from telecommunication sector with Rp5.5 trillion; political ads (Rp2.9 trillion); and tobacco ads (Rp2.3 trillion). Political ads are not listed top 10 advertisers in TV and magazine. Another big difference is that car ads are listed top 10 advertisers in newspaper and magazine, but not in TV.

Each platform has its own top advertisers. In TV, three top advertisers are telecommunication, tobacco and hair treatment. As for newspaper, three top advertisers are political ads, telecommunication and social services/CSR. The magazine has production house, telecommunication and social services/CSR as their top advertisers.

39 Nielsen creates the ad spending data based on publish rate and not calculating discounts offered to advertisers. The amount of discounts given are varied in each media. According to SPS Executive Chairman, Ridlo Eisy, during an interview on 20 June 2011, the amount of bonuses offered is varied. For small newspaper, the discounts may reach between 50% and 95%. Therefore, as Nielsen announced newspaper ad spending in 2010, it was considered joke by members of SPS. To someone from Manado Post, of which ad income was estimated by Nielsen as reaching Rp100 billion, a colleague commented, "Wow, you could get a new car." However, everyone on the table knew that the newspaper's income was not as much as it was announced by Nielsen.

Table IV.14 Top 10 Advertisers in Media, 2010

All media		Television		Newspaper		Magazine	
Category	**2010**	**Category**	**2010**	**Category**	**2010**	**Category**	**2010**
Telecommunication	5,550	Telecommunication	3,631	Politics	2,181	Media and production house	171,867
Political parties	2,984	Tobacco	1,797	Telecommunication	1,770	Telecommunication	149,034
Social services/CSR	2.380	Hair treatment products	1,754	CSR & Social services	1,432	CSR & Social services	109,741
Tobacco	1,984	Facial treatment products	1,505	Motorcycle	1,162	Finance	83,683
Motorcycle	1,889	Snacks	1,365	Housing	1,056	Hospital	62,679
Finance	1,859	Milk	1,245	Finance	1,001	Hair treatment products	59,860
Hair treatment products	1,837	Cleansing products	1,150	Hospital	865	Car	54,575
Facial treatment products	1,568	Snacks/Noodles	948	Formal education	848	Facial treatment products	50,660
Snacks	1,384	Energy drink	926	Media and production house	818	Tobacco	40,874
Media & production House	1,320	CSR & Social services	839	Car	777	Computer	40,065

SOURCE: NIELSEN 2010[40].

Having the ad spending trend statistics that Nielsen and a number of media prepare, newspaper owners are now less worried than before. SPS Chairman, Dahlan Iskan, cited 2010 as a happy year for newspaper owners[41] for it may still answer "yes" to the question of whether or not newspapers can survive. However, Dahlan Iskan cannot but say that the future medium

40 Given the publish rate, companies will have lesser income than that attached in data Nielsen released. As for top media, ad discount may reach 30%. Small companies will give larger discounts. Gunawan Alif once made a good example on the real value of ad income that media get ads compared to Nielsen data. One of the companies he examined was RCTI, which, according to Nielsen, was top ad gainer. In 2006, RCTI gained 15.1 percent of ad share; 2007, 14.9%; 2008, 13.8%; and 2009, 13.5%. Alif found that based on Nielsen, RCTI 's income from ads in 2006 worth Rp2.64 trillion. In an auditing report, RCTI was reported of achieving around Rp1.26 trillion. It means that RCTI gave quite huge bonuses to advertisers.

41 Dahlan Iskan, tahun-tahun yang Menantang Bagi Media Cetak, in Media Directory 2010: The Power of Print Media, published by SPS and Infomedia, 2010, p. 3.

that newspapers would take – name it print or online – is still in indefinite.

Newspapers owners, some of whom also own radio and TV stations, did not only sit on their desks upon seeing the coming threats. Some years ago, the presence of private TV stations was figured of 'killing' newspapers. The prediction proves wrong although now people watch TV more than reading newspapers. Ad spending was the biggest issue though. These days, the same apprehension emerged as online media boom is on the scene[42].

Newspaper industry in Indonesia still lives on because it always capable of responding to every challenge that comes to their door. When TV stations boom was in Indonesia in early 2000, newsprint publications were subjects of criticisms for lacking much improvements. Some media answered to the analysis by redesigning layouts or altering reporting strategies. However, many of them did nothing.

As the digital trend was everywhere in the world, many newsrooms in newsprint publications did not stay cool. They make anticipations of the new trend such as making possible online newspaper version, and e-paper format.

Today, as the challenges from new media go more complicated, traditional media strives to make improvements. During a seminar Outlook 2011 in January 2011, for instance, some old players recognized that the challenges are bigger. Kompas is among the reputable newsprint company willing to answer to the challenges.

42 Nukman Luthfie of Virtual.co.id agreed that internet and television will not kill newspaper and other newsprint publications. The same condition applies to radio, which is still around despite the existence of television. However, although TVs don't kill radios, they have to share ad spending. Borrowing the same logic, the internet will gradually enjoy ad spending which was previously only shared to tv, radio and newspaper. See: /blog/online-advertising/internet-tidak-akan-membunuh-koran/

In 2007, Kompas CEO, Agung Adiprasetyo[43], sais the company had learned that the Internet was important. Kompas online media, Kompas Cyber Media (KCM) at that time focused on grabbing viewers overseas. It was not too long that Kompas finally launched its new look with Kompas.com on 4 January 2010[44].

Prior to relaunching Kompas.com in early 2011, Kompas had put in more investments to build multi-platforms media[45]. As of February 2009, Kompas has been accessible through mobile. In June 2010, all contents are accessible through iPhone and iPod Touch. In May 2010, Kompas made possible BlackBerry users to access its contents. Various launchers were also prepared aiming at iPad (June 2010), Galaxy Tab (Oct 2010), Windows 7 Phone (Dec 2010), Android (Jan 2011), Mac and Linux (Oct 2011)[46.]

The expansion on mobile launchers was brave enough as the chances to get more ad spending are still debatable. Kompas said in a statement that not all revenues from the investments can be expected today. Edy Taslim, Kompas Multimedia General Manager, said the company holds a dear a principle which goes like this: "It's better to try all chances than waiting in vain."

According to SPS Executive Director, Asmono Wikan[47], newspaper owners are now seeking more possibilities in marketing their products by making use of digital media[48].

43 Agung Adiprasetyo, Kurang I Ekspansi, Perbanyak Konsolidasi, in Media Directory 2007, p. 35.

44 Kompas.com, Kompas.com Tampil dengan Wajah Baru, 4 January 2010.

45 According to SPS Executive Director, Asmono Wikan, Kompas daily once made a breakthrough by offering a package enabling subscriber to have a cell phone and access contents. However, it was then left out. Pikiran Rakyat daily in Bandung was planning to go into the strategy. Interview with Asmono Wikan, 20 June 2011 .

46 Edy Taslim, in a paper entitled Kompas: Inovasi dan Layanan baru, delivered in SPS Outlook 2011 seminar, 11 January 2011.

47 Interview with Asmono Wikan, 20 June 2011.

48 See Tempo magazine, Ketika Pembaca Menjadi CEO, 9 May 2011.

Earlier, Kompas had collaborated with cell phone manufacturer and telecommunication operator Flexi by launching Kompas Flexi. Now, the service is nowhere to be found. Pikiran Rakyat daily, Bandung, had intended to sign in to the services as well although it then called off the action. The newest being contents sales for iPad users, the same principle that US newspapers applied through Kindle.

According to Asmono, mobile devices are have now become spaces for the media to offer contents effectively as it no longer requires the traditional ways of selling using papers and distribution chains. In scoop store, readers can buy magazine online at prices that do not vary much to the print version at between US$0.9 and US$4.9[49].

Ridlo Eisy said newspaper owners are now more confident in facing the digital trend. Most newspaper publishers consider online media not as competitor but supplement. He believed that newspaper industry still has a room for development in that online platform is possible. He has this faith that online media that are organized by the mass media would be more capable of doing as far as credibility is concerned. Another crucial factor concerning the future of newspaper is the 'market', which is still mostly ignored.

During the Publishing Asia seminar that World Association of Newspapers organized in Bangkok, Thailand, in May 2011, Asian countries have different trends from industrial countries in terms of newspaper growth and setbacks. Developed countries witnessed decrease in circulation and ad

49 Scoop is a lightweight digital magazine reader accessible through iPad and Samsung Galaxy Tab. Up until June 2011, more media offer their products to consumers through the digital outlet. They are as follows: Bazaar, US$ 0,99; Mother & baby (US$0,99); Indonesia Tatler (US$1,99); Trubus (US$2,99); FHM (US$1,99); Marketers (US$1,99); The Wedding (US$4,99); Maxim (US$1,99); Forbes Indonesia (US$4,99); Her World (US$1,99); Esquire (US$1,99); Clara (US$1,99); Fitness (US$0,99); Cosmopolitan (US$1,99); Hello! (US$0,99); Cosmo Girls (US$0,99); Marketing (US$2,99); Food Review (US$1,99); iCreate (US$2,99); Charlie and Lola (US$0,99); Tempo (US$2,99).

spending, while the developing countries are on still positive side of newspaper circulation due to the huge market. So far, newspaper subscribers have only shared a minor amount compared to the total number of population. In Indonesia, newspaper circulation is around 21 millions, a small figure compared to the total population of 230 millions.

Deputy CEO of World Association of Newspaper, Larry Kilman, the Publishing Asia seminar, found fault on newspapers people who spend more time building digital platform. In fact, he said, one cannot be sure of any commercial benefits from the platform. "The digital platform only provides 10 percent of newspaper's income. But it seems that we spend the whole time building it," said Larry.

Byrne Partnership Managing Director, Eamonn Byrne, said "Digital revenues are not going to be more than 10 percent of your revenue structure up to 2014." [50]

In Indonesia, ad revenue resulting from the internet boom is not yet measured. However, Effective Measure estimates that online ad spending within the next three years may reach US$150 million. However, it is not clear of how much the news portals would get. Byrne noted that around 65 percent of digital advertising both in the world and in the United States goes to Google.

The situation brings more burdens to news portals except those established ones like Detik.com and Kompas.com. The margin of operational expenses with the portal's income has often been too narrow. Therefore, it is reasonable to combine news portal with other platforms such as TV, print and radio. Some media giants in Indonesia have been on the move on

50 http://www.wan-ifra.org , The great digital revenue bubble versus the real world, multi-media opportunity, 24 February 2011 http://www.wan-ifra.org/articles/2011/02/24/the-great-digital-revenue-bubble-versus-the-real-world-multi-media-opportunity

the convergence issues: Kompas.com (Kompas Gramedia Group), Okezone.com (MNC group), Tempointeraktif.com (Tempo group), Beritasatu.com (Lippo group), Vivanews.com (VIVA group), and Detik.com (Para group)[51].

On the other hand, putting news portals under one corporate holding would open the chance for more ads while production costs can be lower[52]. Although here in Indonesia no media convergence takes place yet[53], a clear way to the objective has been built. It means that most media in Indonesia are now entering the convergence era.

51 Tempo Interaktif, Chairul Tanjung Beli Detik.com, 30 Juni 2011, http://www.tempointeraktif.com/hg/bisnis/2011/06/30/brk,20110630-344151,id.html.

52 Interview with Ulin Niam Yusron, 22 June 2011.

53 Interview with Ulin Niam Yusron, 22 June 2011.

Violence against Journalists in 2010

Day	Territory	Victims	Perpetrators	Responses	Description
6 January 2010	Bantaeng Regency, Sulawesi Selatan	Mahatir Mahbub, reporter, Fajar Makassar Newspaper di Bantaeng.	Chief of Regency Agency of Bantaeng	Filing report to police	Chief of regency agency in Bantaeng was against the story written by Mahbub, having its title, "SKPD, Budget 'Whore'". The story was based on an interview with Kopel (Legislative Monitoring Committee), an NGO, which matter-of-factly labeled the regional task force (SKPD) as 'whore'. The reason for this is that prior to budgeting, Kopel found out that several chiefs of agency conspired with members of regional house of representatives to allocate more budget.
25 January 2010	Padang	Febri Yandi, reporter, Favorit TV	Two officers from Road Infrastructure Agency, Padang.	Harsh words aimed at reporter	Two officers of Road Infrastructure Agency blocked Febri Yandi from shooting video on Andalas bridge construction in Simpang Haru.
28 January 2010	Lombok Barat	Fitri Rachmawati, contributor, SUN TV	Resident	Beating	The beating occurred as Fitri conducted interview with residents during a mob concerning plans of illegal gold mining shutdown in Pelangan Village, Sekotong Subdistrict, West Lombok
30 January 2010	Pagar Alam, South Sumatra	M. Marzuki, reporter, Seputar Indonesia	Perpetrator unknown	Death threat through SMS	The threat was allegedly resulted from a news coverage on corruption case in Pagaralam, South Sumatra
06 February 2010	Medan	Ahmad Zulfikar (MNC TV), Bahri (Indosiar), Rahmad Yasir Nasution (TVOne), Wahyu (SCTV) dan Hendri Fauji (Metro TV)	Dr. Dodi and security officers of Adam Malik hospital, Medan	Attempting to remove video record and not allowing reporters to publish the stories.	Video shooting on a baby believed to have been victim of malpractices at Adam Malik hospital, Medan, North Sumatra, was not allowed. The three reporters then took pictures from inside the baby treatment room. A nurse, upon witnessing the event, told doctor Dodi about it. The doctor in no time closed the door and questioned the reporters. "Nobody is allowed to get out" said doctor Dodi with a high tone. Doctor Dodi asked the reporters to delete the pictures of the baby that they had just taken as he called on them to show any assignment letters.

Day	Territory	Victims	Perpetrators	Responses	Description
12 February 2010	Yogyakarta	Dian Ade Permana, reporter, Kedaulatan Rakyat Newspaper	Police officers	Beating	Dian Ade was injured as a member of Police Mobile Brigade of Yogyakarta hit him during a riot between soccer supporters of PSIM Yogyakarta and PSS Sleman at Mandala Krida stadium, Yogyakarta.
14 February 2010	Pontianak	Martono (TV One) and Pionerson Ucok (Tribun Pontianak newspaper).	Hotel owner	Beating	Rudy, owner of a hotel located on Jalan KH Hasyim, Pontianak, knocked Martono and Ucok down as he refused both reporters to make news coverage on the hotel.
14 February 2010	Madiun	Dwi N. R. Diliana, reporter, Radar Madiun	M. Hilal, officer of Class I correctional facility, Madiun	Removing photos	Hilal deleted video from Dwi's camera as he refused reporters to make news coverage on a meeting between Indonesian Association of Advocates of Madiun and three defendants of corruption charges.
16 February 2010	Gorontalo	Kasman Mohamad, reporter, RRI Gorontalo	Crowd, Nurdin Wartabone, member of Regional House of Representatives (DPRD), Bone Bolango Regency and Taufik Sidiki, Chief of Communication and Information Agency, Bone Bolango regency.	Assault, threat, the crowd occupies RRI station.	The crowd occupied RRI radio station after an interactive dialogue show called "Apa Kata Mereka" which underlines the personal life of Bone Bolango Regent, who allegedly committed domestic abuse againts his first wife, Ruaida Mile. The crowd consisted of civil servants and honorary workers of Bone Bolango regency, which totaled 100 persons. Member of Bone Bolango Regional House of Representatives, Nurdin Wartabone and Chief of Communication and Information Agency, Taufik Sidiki, called names during the action.
20 February 2010	Pontianak	Pinerson Ucok (Tribun Pontianak newspaper) dan Martono (Stringer, TVOne)	Hotel owner	Assault, vandalism	A hotel owner assaulted Ucok and Martono and ruined devices they carried. This was because the businessman was refused to be taken pictures.

Day	Territory	Victims	Perpetrators	Responses	Description
02 March 2010	Jakarta	Iwan Heriyanto, photojournalist, Surabaya Post	Police officers	Beating	Police blocked Iwan during coverage of a protest on Bank Century case before the Parliamentary complex in Jakarta.
08 March 2010	Medan	Dedek Mohan Basri Hasibuan, reporter, Metro 24 newspaper	Thugs	Abuse	The abuse was allegedly connected to a news coverage made by Dedek on thuggery. The man hit Dedek's head with a bottle.
9 March 2010	Yogyakarta	Markus Gabriel Noviarizal Fernandez (reporter, Harian Jogja) and Leo (reporter, Meteor)	Resident	Defamation	Sunarman, an inhabitant of Yogyakarta, reported Markus and Leo to the police because of an unconfirmed news item.
14 March 2010	Jambi	Muhammad Usaman, contributor, Radio 68H	PT Tebo Multi Alam	Contributor not allowed to make coverage	Officers at PT Tebo Multi Alam blocked Muhammad as he intended to build story on the company in which illegal logging allegation was directed to. The officers also confiscated the memory card from Muhammad's device.
18 March 2010	Pontianak	Muhammad Faisal (contributor, Metro TV) and Arif Nugroho (reporter, Metro Pontianak)	University student, Faculty of Engineering, Tanjungpura University, Pontianak.	Abuse	A number of university students mistreated Faisal and Arif for making news coverage on a brawl between students of Engineering Faculty and Political Science Faculty of Tanjung Pura University.
30 March 2010	Yogyakarta	Andreas Tri Pamungkas (reporter, Harian Jogja) and Arif Budianto (reporter, Harian Seputar Indonesia)	Wahyono	Summon by police	Andreas and Budianto were interrogated as witnesses on complaint case made by Head of Commission A of Yogyakarta regional House of Representatives (DPRD), Wahyono, against Chief of Transportation, Communication and Information Agency of Yogyakarta, Mulyadi Hadikusumo due to a coverage on Jogja Daily on alleged blackmailing set up by members of Commission A and C of Yogyakarta DPRD, Democratic Party Faction, against Head of Transportation Agency on 3 March 2010.

Day	Territory	Victims	Perpetrators	Responses	Description
03 May 2010	Pematang Siantar Medan, North Sumatra	Andi Irianto Siahaan, journalist, Trans TV	Attorney	Filing lawsuit	The case began on 11 April 2010 as allegation of elections manipulation surfaced. There was an urge to recount the ballots. Andi went to the office of subdistrict head and found that there was argumentation between officers of a political party with Junaedi Sitanggang, the Subdistrict Head. Junaedi did not allow Andi to take pictures. He also tried to grab the camera off Andi's hands. Andi said told Junaedi about reporters' job. Junaedi did not take the statement and filed a report to the police.
06 May 2010	Pekanbaru Riau	Riyan, contributor, TV One	Residents, name unknown	Impairing of camera, stabbing	Ryan was victim of abuse as he made reportage of local election. Being on the site, Ryan saw a resident was against the initiation of the newly elected village head. As he wanted to take pictures, someone discouraged Ryan to do so. At a sudden, another man hit him on the back. Ryan's camera was disposed and slammed to the ground. Ryan was also stabbed in the thigh with a knife.
07 May 2010	Balikpapan, East Kalimantan	Balikpapan TV	Youth organization	Vandalism	A youth organization broke into Balikpapan TV station and did some damage. They were not satisfied with the coverage the TV station made on land dispute.
21 May 2010	Simelue, Aceh	Ahmadi SE, journalist, Aceh newspaper	Intelligence officer, Kodim 0115 Simeulue, First. Lieut. Faisal Amin	Terror, death threat	First Lieut. Faisal Amin threatened Ahmadi for making coverage on illegal logging issue.
25 May 2010	Takalar South Sulawesi	Amrullah Basri, correspondent, Fajar newspaper	Member of public order officers (Satpol PP), Abdul Azis, Takalar	Abuse, death threat.	Amrullah was abused due to a news coverage on a protest launched by Takalar university students which urged the Supreme Audit Agency (BPK) audit Takalar Regent, Ibrahim Rewa.

Day	Territory	Victims	Perpetrators	Responses	Description
26 May 2010	Jakarta	Octobryan Purwo, reporter, Lampu Hijau newspaper	Member of Islamic Defenders Front (FPI)	Abuse	Octobryan was abused as he made coverage on a alcoholic drinks sweeping by the Islamic Defenders Front (FPI) in Petamburan, West Jakarta. A member of FPI hit Octo on the head with bamboo, causing serious injury.
7 June 2010	Jakarta	Journalist, Jakarta	Elementary Education agency, Jakarta East	Censorship	The East Jakarta government issued a circulation letter to headmasters or teachers saying that they have to avoid reporters or NGOs having vague IDs or given no recommendation by such an institution as DPRD.
07 June 2010	Denpasar, Bali	Putu Jana, cameraperson, contributor, ANTV	Crowd, Bali Tourism Service Association, Paguyuban Jasa Wisata Bali (PJWB).	Acts of violence, removing video record	Putu was asked by the supporters of PJWB to remove pictures that he had just taken. The incident occurred as Putu was among PJWB supporters which demonstrated against Blue Bird cab company.
19 June 2010	Kendari	Midwan (contributor, Trans7), Irfan (cameraperson, Metro TV), Arman Buton (contributor, SUN TV), Asdar (cameraperson, SCTV), Usman Hanan (cameraperson, ANTV) and Arifuddin Mangka (Kendari Pos), Kiki Andipati (correspondent, Radio 68 H Jakarta), Zainal Ishak (contributor Rakyat Merdeka. com), Tri Ramadhoni (contributor, Indowarta.com)	Crowd	Abuse and displacement	The act of violence took place on Jalan H.E. Mokodompit, before the gateway through Haluleo University, Kendari, as the four journalists made coverage on a clash. .
29 June 2010	Binjai, North Sumatra	Hamdani, reporter, Sumut Post newspaper	Ali Umri, Binjai city guardian, North Sumatra	Abuse, threat	Hamdani was displaced as he asked confirmation over Ali's alleged involvement in a corruption case in state-run local water company (PDAM) of Tirtasari Binjai.

Day	Territory	Victims	Perpetrators	Responses	Description
01 July 2010	Jakarta	Tempo magazine	National police HQs	Filing lawsuit	Police sued Tempo magazine for publishing a report entitled "Rekening Gendut Perwira Polisi", given a police-like figure herding a piggy bank as the illustration.
06 July 2010	Jakarta	Tempo magazine	Perpetrators unknown	Intimidation using Molotov cocktail	The office of Tempo magazine on Jalan Proklamasi 72, Central Jakarta, was hit by Molotov cocktails. The incident was supposedly triggered by a coverage made by Tempo on corrupt police officials of which title is "Rekening Gendut Perwira Polisi"
07 July 2010	Tangerang, Banten	Darusalam (Journalist, Global TV) and Mas'ud Ibnu Samsuri (Indosiar TV).	Crowd, thugs	Intimidasi dan larangan liputan.	Four masters went furious as Darussalam and Mas'ud took pictures of factory waste in Kadu Village, Curug Subdistrict, Tangerang. The local masters provoked people to burn cars, including the journalists. They happened to snatch the cameras, but then failed. The information on waste pollution was forwarded by the local people. The people were afraid of reporting the case because of the intervention of the local masters.
13 July 2010	Maluku Ambon	Ridwan Salamun (contributor, RCTI), Haris Hanafi (Pilar Timur), Welly Jabumir (Pilar Timur), Sirhan Nizar Salim Sether (Cahaya Seribu Pulau), Moses Konoralma (Spektrum Maluku).	Members of special squad Police Mobile Brigade and Aru Police Dept.	Beating, removing video record	In the beginning was a protest before the office of Aru Regent. Fully armed Police Mobile Brigade troops then appeared on the scene. They were around 40 personnel. They opened fire into the air and hit everybody within their reach. Journalists happened to make video recording of the action, causing the officers to be in fury. Eight Mobile Brigade and Aru Police officers caught the journalists. They took all recording devices such as digital cameras and handycams, deleting all the pictures.
23 July 2010	Gorontalo	Zulkifli Tampolo, reporter, Gorontalo Post	Adhan Dhambea, Gorontalo City guardian	Threat, intimidation	Zulkifli took the threat through phone calls from Gorontalo Mayor, Zulkifli Dhambea, after a coverage on corruption in Gorontalo DPRD in 2008. A day earlier, Zulkifli also write stories on former DPRD Secretary treasurer, Hasnia Tomayahu, which was named suspect. In addition to blaming Zulkifli, Adnan also said Zulkifli would be target of Hasnia's family to be killed.

Day	Territory	Victims	Perpetrators	Responses	Description
26 July 2010	Balikpapan	Muhammad Syaifullah, wartawan Kompas	-	Death	People found Syaifullah's body on the ground wearing a T shirt, hand still holding a TV remote control. His mouth was full of foam. Lying next to him, a syrup bottle and a glass filled with the syrup. Not far from the glass, nonprescription medicine Bodrex was spotted.
28 July 2010	Merauke	Lidya Salma Achnazyah (Bintang Papua), Agus Butbual (Suara Perempuan Papua), Idri Qurani Jamillah (Tabloid Jubi), dan Julius Sulo (Cendrawasih Pos).	Perpetrators unknown	Terror through short message service	The four reporters received terrors through SMSes. The texts accused the reporters of messing up with a governor candidate by publishing negative reports on the candidate. It was suspected that the terror was launched by the campaigning team of the failed Merauke Regent.
30 July 2010	Merauke, Jayapura	Ardiansyah Matra'i , reporter, TV Merauke	Investigation still under way	Killing	Ardiansyah's killing was allegedly tied to his profession as journalist. The suspicion goes to his previous report on illegal logging and elections in Merauke.
31 July 2010	Jakarta	Legowo, journalist, Sun TV.	Crowd, Forum Betawi Rempug (FBR)	Physical abuse	Legoso was doing reportage on a clash between the supporters of FBR and Forkabi in Rempoa, Ciputat. Amidst the clash, the FBR crowd drew him away of the scene and prohibited him from covering the clash.
02 August 2010	Ruteng, NTT	Ferdi Ambo (contributor, TVRI Kupang), Melki Pantur (reporter, Suara Flores weekly), and Maksi MD (reporter, Tabloid Sukses Indonesia)	Tens of staff of Beo Kina public health center.	Abuse	The officer of the health center abused reporters for covering daily activities of the health center in which many of its staff were often reported absent from work.
21 August 2010	Tual, Southeast Maluku	Ridwan Salamun, reporter, SUN TV	Crowd	Killing	Ridwan Salamun died his duty of covering clash between people of Banda Elu and Mangun Hamlet in Fiditan Village, Tual, Southeast Maluku

Day	Territory	Victims	Perpetrators	Responses	Description
26 August 2010	Gorontalo	Youdi Saud, photojournalist, Radar Gorontalo newspaper	Hendra, university student	Vandalism, threat	Youdi was taking pictures of university students involving in brawl at Gorontalo State University. Realized of being snapped, the students circled Youdi and almost abused him. At that time, Hendra, student of Engineering Faculty, grabbed the camera and broke it.
01 September 2010	Karangannyar, Solo	Triyono, Solo Pos	Chief of Karanganyar District Military Office, Lieut. Col. Lilik Sutisna	Abuse	Chief of Karanganyar District Military Command, Lieut. Col. Lilik Sutisna abused Triono related to the coverage of alleged fund flow from Griya Lawu Asri to a number of institutions.
07 September 2010	**Palembang**	Asep Pajario, reporter, Sriwijaya Post.	Resident	Killing	Asep was killed by Stefi, a close friend of his. According to the police, the murder was based on personal interest as Stefi was suspected of having stolen Asep's money worth Rp300,000.
15 September 2010	Kolaka, Kendari	Andi Mandacang (contributor SUN TV) and Suparman Sultan (contributor, Radio 68H)	Muh Jayadin, staff, PT Antam Pomalaa	Displacement, assault, camera seizure	Andi and Suparman were subjects to violent acts as both of them covered a traffic accident involving a car owned by Jayadin and a truck. Jayadin refused journalists to cover the case.
18 September 2010	Meulaboh, West Aceh	Chairan Manggeng, contributor, Metro TV.	Simeuleu Regent .	Terror, threat	The Regent posed threats because he disliked Chairan's news coverage.
06 October 2010	Bulukumba, South Sulawesi	Radar Bulukumba newspaper	Perpetrators unknown	Vandalism	The burning of Radar Bulukumba office was allegedly connected to a coverage on Bulukumba elections, which was seen as having put one of the candidates on the corner.
14 October 2010	Jakarta	SCTV	Justice and Human Rights Minister Patrialis Akbar	Censorship program/sensor	The SIGI program, covering sex business in jail, was declined due to an intervention of a state official at Justice and Human Rights Ministry.

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17 October 2010	Depok, West Java	Monitor newspaper, Depok	Crowd, Benteng Rakyat Depok (clash).	Protest, vandalism	The supporters of Benteng Rakyat Depok (Bentrok), siding with Depok Mayor candidates, Badrul Kamal, held protest before the office of Depok Monitor office. They accused Monitor Depok had sided with the incumbent Mayor candidate, Nur Mahmudi Ismail.
02 November 2010	Sumenep, Madura	Abdus Salam, reporter TVOne	Police officers	Beating	Police officers hit and blocked Abdul Salam from taking pictures during a chasing and beating done by police officers toward an activist. The demonstration which involved 300 people from AGK (Ganyang Korupsi) was chaotic as the crowd started to throw the guarding officers with eggs.
25 November 2010	Sidoarjo	Budi Prasetyo and Hari Istiawan, reporters, Surabaya Post	PT Surya Alam Tunggal	Filing lawsuit	Budi Prasetyo and Hari Istiawan were suspected of committing defamation after a news item entitled "THR Tak Dibayar Buruh Bisa Melapor" published on Surabaya Post daily on 2 September 2010.
03 December 2010	Tegal	Radar Tegal newspaper	PT Cipta Yasa Multi Usaha	Filing lawsuit	PT Citra Yasa Multi Usaha believed they were injured by running coverage of Radar Tegal daily on permit issue. PT Citra filed a report to the police.
09 December 2010	Jakarta	Mario Sumampow (cameraperson Metro TV) and Heru (photojournalist Okezone.com)	Police officers	Abuse, vandalism	Police officers hit Mario Sumampow and Heru and broke their cameras during a demonstration before the Corruption Eradication Commission building in Jakarta.
17 December 2010	Maluku Barat Daya, Maluku.	Alfrets Mirulewan, journalist Tabloid Pelangi.	Perpetrators unknown	Killing	The killing of Alfrets was strongly alleged to the victim's activities in covering issues on fuel scarcity.
30 December 2010	Palu	AJI office of Palu City and beritapalu.com	Front Pemuda Kaili.	vandalism	Front Pemuda Kaili assaulted the office of AJI of Palu, which also serves as Beritapalu.com newsroom. They were furious of a news item published by Beritapalu.com on 28 December 2010 entitled "FPK Serang Graha KNPI Sulteng", which was believed by FPK as inflicting losses.

SOURCE: MONITORING REPORT, AJI INDONESIA ADVOCACY DIVISION AND PRESS LEGAL AID AGENCY, 2010

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