

## **THE ROLE OF LOCAL TV STATIONS IN SOUTH SULAWESI IN IMPROVING THE QUALITY OF JUNIOR HIGH SCHOOL (SMP) EDUCATION MANAGEMENT**

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### **Abstract**

This study examines the role of local television stations in South Sulawesi in supporting education management at the junior high school (SMP) level. Through qualitative methods, this research involves interviews with television program managers, school principals, teachers, parents of students, and officials of the Education Office. The findings of the study show that local TV stations help improve the quality of education management by disseminating important information, providing alternative learning programs, and facilitating community participation in school activities. Local TV stations also face several challenges, such as limited broadcast coverage, budget limitations, and content quality that still needs to be improved. The conclusion of this study emphasizes the importance of support from the government and the community to maximize the role of local TV stations in improving the quality of education in South Sulawesi.

**Keywords:** *Local TV stations, junior high school education, education management, South Sulawesi.*

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## INTRODUCTION

Education has a crucial role in shaping the character and quality of competitive human resources, and is one of the main determining factors in the development of a nation. Quality education is not only the responsibility of educational institutions, but also requires support from various parties, including the government, society, and the media. In Indonesia, efforts to improve the quality of education still face various challenges, such as disparities in quality between regions, limited access to information and knowledge in remote areas, and suboptimal education management.

In this context, mass media, especially television, has a strategic role as a provider of information and education. Television is one of the most widely accessed media by the public, both in urban and rural areas, because of its audio-visual nature, easy accessibility, and reaching a wide audience. Television not only functions as a means of entertainment, but also as an educational medium that is able to reach people from various social and economic backgrounds. In South Sulawesi, several local TV stations have shown potential to play a role in education, especially at the junior high school (SMP) level.

Local TV stations in South Sulawesi, such as TVRI South Sulawesi, iNewsTV Makassar Bureau, and Fajar TV, have an advantage in understanding the local context, culture, and language of the local community, allowing them to create content that is more relevant and engaging to the local community. With their strategic position, local TV stations have great potential to support education management at the junior high school level, especially in terms of disseminating information on education policies, providing educational programs, and increasing community participation in the education process.

Education at the junior high school level has a strategic role in determining the quality of human resources in the future. In the context of national education, improving the quality of education at the junior high school level is the government's top priority, as stated in the 2020-2024 National Medium-Term Development Plan (RPJMN). However, various challenges are still faced, especially in education management, such as limited resources, teaching quality, and low community participation. In this case, the role of the media, especially local television, is important to support the achievement of these educational goals.

Local television has great potential to make a positive contribution to improving the quality of education management in junior high schools through the various programs they broadcast. First, local television can disseminate information related to education policies, government programs, and learning innovations that can help schools, teachers, and communities better understand and support various educational initiatives. Second, local television can provide educational programs that serve as alternative learning resources for students and as additional materials for teachers. Programs such as "Learning from Home," "Education Forum," and

"Educational Inspiration" at TVRI South Sulawesi, for example, have made a real contribution in supporting distance learning during the COVID-19 pandemic.

Education management in junior high school involves various aspects, including curriculum planning, educator management, monitoring of the learning process, and evaluation of student learning outcomes. The quality of education management is greatly influenced by the extent to which up-to-date information and best practices are adopted by schools. This is where the role of local TV stations becomes important. By broadcasting quality educational programs, providing a forum for discussion on educational issues, and providing training for teachers and education staff, local TV stations can be a strategic partner for schools in improving the quality of education management.

This study aims to examine more deeply how local television stations in South Sulawesi can play a role in improving the quality of education management in junior high schools. This research identifies the various efforts that have been made by local TV stations, the challenges faced, and the potential for collaboration that can be carried out between schools, governments, and the media to achieve common goals. The results of this study are expected to provide effective policy recommendations for local governments and media managers in optimizing the use of local television as a strategic means to improve the quality of education.

Thus, this study focuses on the question: How can local television stations in South Sulawesi contribute to improving the quality of education management in junior high schools? What are the challenges faced and strategies that can be developed to overcome these obstacles? The study seeks to answer these questions through a qualitative approach by collecting data from various stakeholders in the education sector.

## METHODOLOGY

This study uses a qualitative approach with a case study method to deeply understand the role of local TV stations in South Sulawesi in improving the quality of education management at the Junior High School (SMP) level. This method was chosen because it allows researchers to explore phenomena contextually, taking into account local dynamics and interactions between educational stakeholders.

This study is designed as a case study with a focus on local TV stations in South Sulawesi, such as TVRI South Sulawesi, iNewsTV Makassar Bureau, and Fajar TV, which have programs related to education. This study seeks to identify programs broadcast by local TV stations that are relevant to improving the quality of education, examine the impact of local television broadcasts on education management in junior high schools, and analyze the role of local TV stations in facilitating community and stakeholder involvement in education management.

The research was conducted in several cities and districts in South Sulawesi that are the main broadcasting areas of selected local TV stations, such as Makassar, Gowa, and Maros. This location was chosen because it is representative of the variety of geographical and social contexts that reflect the diversity of audiences from local TV

stations. Primary data was collected through in-depth interviews and focus group discussions with program producers from local TV stations (TVRI South Sulawesi, iNewsTV Makassar Bureau, Fajar TV), school principals, teachers, and education staff from several junior high schools in the research area as well as parents of students and the community who are viewers of television programs related to education.

Sk Data is collected through content analysis of educational programs broadcast by local TV stations, annual reports of TV stations, data from the South Sulawesi Education Office, and literature related to the role of the media in education.

Interviews are conducted in a semi-structured manner with TV station managers, program producers, principals, and teachers to gain an in-depth understanding of the strategies and objectives of the broadcast educational programs and their impact on education management. Discussions were held with parent groups and the school community to explore their perceptions of educational programs broadcast by local TV stations.

The researcher made observations on the activities of TV stations and participation in several programs that were broadcast, to gain direct insight into the production and broadcasting of content. The analysis was carried out on the recordings of educational programs broadcast by local TV stations over the past year, focusing on the type of program, duration, broadcast frequency, and messages conveyed.

## RESULTS AND DISCUSSION

Local television stations in South Sulawesi, such as TVRI South Sulawesi, iNewsTV Makassar Bureau, and Fajar TV, have played an important role in disseminating information related to education policies, curriculum development, and learning innovation. Programs such as "Inspirasi Pendidikan " and "Pejuang Pendidikan " provide a platform for local governments, education offices, and schools to communicate the latest policies and initiatives to the community.

The dissemination of information through local television has several advantages. First, television has a wide reach and can be accessed by a wide range of people, including those who do not have access to the internet or other digital media. Second, television can present information in an audio-visual format that is easier for the general public to understand. In this way, local television helps to increase public awareness and understanding of the importance of education and encourages the active participation of parents and communities in supporting the educational process.

However, the effectiveness of disseminating this information still faces challenges, especially related to the limited broadcast coverage in remote areas. This limitation hampers access for people living in areas with inadequate telecommunication infrastructure. To overcome this, there needs to be an effort from local television to expand the broadcast reach and utilize digital platforms to reach a wider audience.

Local television stations have an important role in disseminating information related to education policies, government programs, and innovations in the field of education to the public. Through news and educational programs, local TV can convey the latest information on changes in education policies, such as new curricula, evaluation standards, or teacher training programs, educate parents, students, and teachers about their rights and responsibilities in education, and raise public

awareness and understanding of the importance of active participation in the educational process.

Local TV stations can provide educational programs that support the teaching and learning process in junior high schools. Distance Learning Programs can broadcast learning programs such as "Learning from Home" which provides access to educational materials to students who are unable to attend school for various reasons, special programs designed to delve into certain subject matter, such as Mathematics, Science, or United Kingdom, which can be used by teachers as additional materials in the classroom, as well as seminars or workshops aimed at improving teachers' competence in classroom management, teaching strategies, and use of technology.

"We realize that as a local TV station, we have a responsibility to provide educational information to the public. Therefore, we have developed several programs specifically aimed at supporting education in this area, such as the 'Learning from Home' and 'Education Fighter' programs. We strive to present content that suits the needs of students and teachers, and engage local education experts to provide relevant insights."

(Interview with the Producer of the iNews TV Program Makassar Bureau, 2024).

Local television facilitates community involvement in school management through Discussion Programs and Public Forums by holding discussion programs or talk shows involving various stakeholders, such as school principals, teachers, parents, and education office officials to discuss current education issues, challenges facing schools, and ways to improve the quality of education.

Through television programs, local TV stations can invite the community to actively participate in school activities, such as participation in school committee meetings, supervision of school activities, and support in the form of funding or facility donations.

"I feel that TV programs that discuss education really help me understand what to do to support my child in learning. The talk show program involving education experts and school principals provided a lot of valuable information about how I could be involved in my child's education. However, I hope there are more programs that also provide practical tips for parents in accompanying their children to study at home."

(Interview with Parents of Students in Maros, 2024).

Local TV stations can play an important role in influencing education policy at the local level through news and advocacy programs. By raising relevant education issues, it will strengthen public accountability by paying attention to the success or failure of education policies that are being implemented by local governments as well as encouraging local governments to take action or formulate new policies that are more responsive to the needs and challenges of education in the field.

Local TV stations help reduce the gap in access to education between urban and rural areas. Through television broadcasts, educational information and learning programs can reach remote areas that may be difficult to reach by conventional educational resources.

Through various programs broadcast, local TV stations increase the capacity of education management in schools by displaying success stories of schools with good, innovative, and outstanding management, which can be used as an example for other schools. Local TV stations also provide content related to school management capacity



building, such as school financial management, school administration, and the management of educators and education personnel.

Educational programs broadcast by local television have served as an alternative learning medium for junior high school students. For example, during the COVID-19 pandemic, the "Learning from Home" program on iNewsTV Makassar Bureau provided a remote learning solution when schools were closed. The program features a variety of subjects in accordance with the applicable curriculum, as well as providing materials that are easily accessible and understood by students at home.

As an alternative learning medium, local television can provide content that suits the educational needs of students and complement the teaching materials available at school. Television can feature expert speakers, show science experiments that are difficult to do in class, or demonstrate abstract concepts in a more visual form. This can help students understand the subject matter better and overcome the limitations of teaching resources in schools.

However, there are some challenges in maximizing this role. The content broadcast is often general and less specific to local needs or not fully aligned with the national curriculum. In addition, these programs are sometimes less engaging for students due to the monotonous or less interactive presentation format. To increase the effectiveness of learning programs, local TV stations need to collaborate with teachers, academics, and education practitioners in designing content that is more relevant, engaging, and in accordance with curriculum needs.

"Educational programs broadcast by local TV such as iNewsTV Makassar are very helpful for us in providing additional learning materials, especially during the pandemic. Some of our teachers use the broadcast recordings as teaching materials in the classroom, especially for difficult subjects such as Math and Science. However, there are also challenges in integrating the content with the existing curriculum because not all content is in accordance with the national curriculum standards."

(Interview with the Principal of SMP Negeri 26 Makassar, 2024).

Several challenges faced by local TV stations in improving the quality of education management in junior high schools have been identified. These challenges include budget constraints, human resources, broadcast reach, and content quality and relevance. Budget and human resource limitations often hinder the production of quality educational programs. Limited broadcast coverage makes many remote areas unable to access the educational content broadcast, reducing the program's impact on students in those areas.

Local TV stations also face challenges in competing with other digital media, such as streaming platforms and social media, which are increasingly popular among the younger generation. This shift in preferences led to a decline in the number of conventional television viewers, which ultimately affected the effectiveness of broadcast educational programs.

To address the diverse challenges, local TV stations can invest in more powerful transmitter technology or work with digital platforms to ensure their content is more widely accessible. Using digital platforms such as streaming apps, YouTube, or on-demand video services can also help reach a wider audience. The content of the program should be more relevant to the educational curriculum and presented in an engaging and interactive way. Local TV stations can collaborate with education practitioners, academics, or teachers as permanent resource persons and involve

students and teachers in the production process to ensure that the content produced is in accordance with local educational needs.

Fostering strong partnerships with local governments, education offices, schools, and local communities to plan and produce programs together. Government and school support is important to obtain additional resources, such as funding and teaching materials. Local TV stations can take advantage of digital and innovative technologies, such as developing their own digital platforms or using mobile apps to offer interactive content, quizzes, and discussion forums. This technology can be integrated with TV programs to create a more engaging and sustainable learning experience.

The results of this study show that local TV stations have great potential to improve the quality of education management in junior high schools, but optimizing this role requires closer collaboration between the government, schools, and the media. Local governments need to provide adequate regulatory support and funding to support the production of educational programs on local television. In addition, local TV stations need to be more proactive in exploring potential partnerships with various stakeholders and increasing their capacity to produce content that suits educational needs.

Another recommendation resulting from this study is the need for continuous training for television production and staff to improve the quality of content and take advantage of the latest technology. Support in the form of training, funding, and the development of more innovative and inclusive programs is urgently needed to ensure the sustainability of the role of the media in education.

## CONCLUSION

Overall, despite some challenges, local TV stations in South Sulawesi have an important and potential role in supporting junior high school education. By overcoming existing constraints and taking advantage of opportunities for innovation, local TV stations can become strategic partners in improving the quality of education in the region. Stronger support from the government, the private sector, and the public will go a long way in optimizing the role of television media as an effective educational tool.

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