

MNCTV Heroes for Indonesia, A TV Program as an Implementation of Creating Shared Value

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Abstract—Today, capitalism is a global industry business practices, as well as in the realm of the mass media industry. In Indonesia, the commodification of media content causes the quality of the content of TV programs is no longer a priority as long as the program make the company gained a large profit.

MNC TV is the one of 10 national TV stations in Indonesia who has to maintain its reputation, legitimation from its stakeholders and has responsibility to make a profit for the company. One of MNC TV's business strategy is create a program named MNCTV Heroes for Indonesia (MHFI) as implementation of creating shared value (CSV). CSV focuses on the right kind of profits for company that create societal benefits. MHFI as a CSV gave enlightenment and inspiring society. It creates profits for corporate and societal benefits for broader society in Indonesia.

Keywords— Creating Shared Values, CSV, MNC TV, MNCTV Heroes For Indonesia, TV Program.

I. INTRODUCTION

CAPITALISM today had been a global industry business practices, as well as in the realm of the mass media industry. First television program is designed to provide information, entertainment and media culture transformation has now shifted to the commodification of media content into a commodity sale with advertisers in this industry. Occupying the highest rating is the objectives of each program to invite advertisers to want to put ads in the program. The higher the rating, the higher the price offered in the advertisers. In Indonesia, the commoditization of media content causes the quality of the content of television programs is no longer a priority as long as the program has to offer and sell the company gained a large profit. Not infrequently a program that aired giving the audience the impact of adverse changes such consumptive lifestyle, a lifestyle that is not accordance with the culture and the values and norms in society and ultimately erode the values, norms and culture of indigenous communities in Indonesia.

Indonesian society today tend to be oriented on everything that comes from outside Indonesia and the lack of respect for

values, norms and culture of Indonesia. Development and improvement of the environment and social are not an important concern for governments, companies and communities.

Television in Indonesia is a conventional mass media industry is still occupying a favorite place for audiences because it has a broad range to remote areas. Currently in Indonesia besides TVRI as a TV station run by the government, there are 10 national private TV stations and more than 200 local private TV stations which have a local range in every province.

II. MNC TV BUSINESS INTEREST AND SOCIAL PROBLEMS IN SOCIETY

As a national television station, Media Nusantara Citra Television (MNC TV) needs to strengthen its position as a TV station that the main choice of audience in the midst of the media, especially television industry today with highly competitive.

MNC TV has commercial interests to attract advertisers placing their advertisement, so MNC TV gains profit and the need to enhance the positive reputation in the perception of stakeholders in order to continue to exist and to win the competition in the electronic mass media industry. On the other hand, MNC TV aware of its function and responsibility as an agent of change, moral agent, and influence positive changes to society. The programs are produced not only be entertaining media industry commodity and sold to advertisers, but also should give other benefits to the community that provide information, education, cultural transmission, social inheritance, encourage social cohesion, correlation, monitoring, against the power and repressive forces and sued relationship trichotomy.

MNC TV analyzed phenomenon of cultural change towards the negative in the Indonesian community and it realize that TV contributed to the occurrence of such changes. MNC TV assesses nowadays Indonesian society actually needs a figure that can be a role model and inspiration to build a better quality social community. MNC TV also assesses the need to give a reward to people who make a real contribution to the community and the environment, so that public feel be appreciated for the goodness that they done. Feeling be

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appreciated can be a powerful motivation for each individual to do something better. Phenomena and social problems as well as commercial needs and strengthening of reputation, MNC TV did some initiative to create an awards program that enlighten and inspire the people of Indonesia.

Then after going through internal brainstorming process, MNC TV designing a TV program titled MNCTV HEROES FOR INDONESIA (MHFI) or in Indonesia language: MNCTV PAHLAWAN UNTUK INDONESIA. The program began to be implemented in 2012 and until now has been running three periods: 2012, 2013 and 2014. In 2015 this program will continue to run.

MNCTV Heroes for Indonesia is a form of implementation of MNC TV corporate Creating Shared Value (CSV). The TV station began broadcasting with visions, mission and core values were updated since 20 October 2010. The new Vision TV MNC is: the main choice of viewers Indonesia, with a mission: Present programs with a taste of Indonesia that entertaining and inspiring. This vision and mission is communicated to the public through the slogan: Always in the Heart.

III.. MNCTV HEROES FOR INDONESIA

MHFI is a program that was designed and direct involvement by the Board of Directors (BOD), Corporate Secretary Department, News Department and Program Production Department. MHFI always starts the program in January, build one team and did brainstorming meetings.

After it, this program was announced and informed openly to the public. It content of selection candidates criteria and opens opportunities for the public to submit some names and the reason why they are worthy for awarded "a Hero". The information delivered through the several media such as website, e-mail, the research team's hunting. After hundreds of names were collected, the verification team of the news department and the BOD chose 44 candidates.

MHFI was consisting of three stage process of judgment. First stage is committed by an internal jury who chose 23 candidates. The second stage judging is done by an external jury and BOD to choose 10 candidates. The third stage of judging to select the top three of candidates through interviews, conducted by internal and external jury.

MNCTV Heroes for Indonesia Awards was held to coincide with the national hero day in Indonesia on November 10, in primetime show at 8 pm-10pm.

Besides, MNCTV Heroes program on air every Thursday at MNC TV at 10.30am as many as 23 episodes which had aims to introduce the candidate to the public.

In an effort to give full support to the heroes chosen, MNC TV organized a road show to various areas and campuses to socialize MHFI program and introduces figure heroes of Indonesian society. During the judging period, the candidates of the various regions of Indonesia brought to Jakarta and quarantined. During quarantine phase, the candidates were introduced to the media and taught how doing media handling, introduced to the campuses were also taught how to do effective

communication and sharing information to others. They also got some hard skills and soft skills materials as well as social media literacy by the jury, trainers and motivators.

The ten winners get a prize of 30 million each. In addition there are contributions from donors who compiled MNC TV in the form of direct assistance such as a land to build a school building, a motor for traveling. The prizes from donors is tailored to the needs of each hero.

Support is provided in the form of monitoring of their activities and published on the web MNCTV hero, invited the sharing activity, also met with 3rd parties who want to help. MNC TV also gives access to the media and social media and are invited to share all the campuses so that no dissemination of their work and an inspiration for many people.

IV. MNCTV HEROES OF INDONESIA AS A CREATING SHARED VALUE

Creating shared value is the practice of creating economic value Also in a way that creates value for society by addressing its needs and challenges. This concept developed by Porter and Kramer's article, published by the Harvard Business Review in 2011 when trust in business was declining and led to the weakening of the legitimacy of the company due to the decline of social support from the community. Creating shared value became a global movement to redefine the role of corporate business in the broader community and society with its powerful idea: a company's success and social progress interdependent.

There are 3 ways to create shared value: 1) by reconceiving products and markets, 2) by Redefining productivity in the value chain, and 3) by enabling local cluster development.

1) By Reconceiving Products And Markets

MNC TV reviewing TV programs aired and saw the phenomenon in society as well as social problems that arise and evolve as a result of the TV program impressions. Analysis identified that there needs to be public figures of ordinary people who can be role models and inspire the wider community.

Results of this analysis then linked to the interests and needs of companies that are tailored to the target audience so as to produce a program that is MNCTV Heroes For Indonesia.

The program is designed to be a sustainable program every year with the peak event is the delivery of awards to the heroes chosen because of the contribution, the service, struggle and sacrifices made to build, develop, improve and promote the environment or social life in the community.

2) By Redefining Productivity In The Value Chain

With the program MHFI, productivity and collaboration between the department and the BoD increased. The program is also maximized by off-air events such as roadshows to Campuses and other parties.

3) By Enabling Local Cluster Development

As the content of the program Heroes to Indonesia, MNC TV looking for ordinary people who come from the general public and have a significant contribution in developing, improving, promoting and empowering social life of society and the environment in the region. MHFI expected after the program ended, these heroes increasingly have the power and passion in contributing to the community so that it can contagion the positive virus to other communities. MNC TV also provides financial support to the heroes chosen as capital in continuing their activities to develop and empower their community.

In the quarantine phase, MNC TV teaches hard skills and soft skills to the candidates of heroes to enhance their competency, capability and credibility.

Unfortunately local cluster development have not been maximum because there has not been long term and sustainable cooperation between MNC TV, local government, companies with core-related industry, local community and the society of the community yet.

Creating shared value is not philanthropy or corporate social responsibility. Creating shared value is at the core of the business strategy, a new way to achieve economic success.

Shared value companies focuses on the right kind of profits-profits that create societal benefits rather than diminish them.

MHFI become an example of how CSV can be implemented by a TV media company, that applicate into their products through TV programs created.

In this CSV, MNC TV can accommodate two interests and needs of the public and company. So that both parties derive benefit: the company earned some profits, a positive image and reputation as well as reinforce the social legitimacy of the public. On the other hand the public gain a promotion, recognition, appreciation, and support from the company and other parties who interested to provide kinds of support heroes or cooperate with the heroes. Through the MHFI program, MNC TV expects more and more people are inspired and motivated to make efforts towards a better change at least in their home communities. MHFI different from CSR and philanthropy activities are usually carried out by the MNC TV. MHFI is a TV program that implementing the core of its business strategy.

V. CONCLUSION

MHFI is a TV program created by MNC TV is a form of creating share value implementation of its core business strategy. CSV has been carried out in a sustainable program. For the TV industry, MHFI was a pioneer among the other TV stations are followed create the same type of TV program. MNC TV CSV able to earn a positive impact for the corporate brand in broader society in Indonesia. This program is MNC TV initiative for fulfill its function as agents of change and for illuminating and inspiring people.

In its CSV program, certainly still there are many things that need to be optimized and improved, and surely it will give a positive impact and more benefits to corporate and also

broader society. The authors suggest MNC TV to evaluate the impact or influence on the audience of MHFI program, whether it's successful program to enlighten and inspire the audience and the wider community. Besides, the evaluation also aimed at community members where these heroes carrying out its activities, whether communities and even local governments to give attention and real support greater for the heroes activity and the heroes themselves. So the evaluation is not only seen from the perspective of corporate interests such as TV ratings or effects to the image and reputation of the company. Monitoring and mentoring may also need to be done for the continuation and advancement of the activities of these heroes.

To achieve both of these, MNC TV can cooperate with companies engaged in core related industry, related organizations managed by the local community, as well as with relevant government, develop in better synergy and can be a catalyst in the effort to build better quality society for Indonesia.

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