

Rector: RRI Must be Cool or Attractive!

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RRI (Radio of the Republic of Indonesia) should become an interesting radio broadcast so that listeners would feel proud. RRI should be able to change its image of the old fashion, as described by most young people today.

"If such an image is still present, RRI will be abandoned by its listeners. Therefore, we hope RRI can really appear to be well suited to everyday life so that it becomes one of influential factors in community lifestyle. It's time for RRI to revitalize itself with new regulations".

This was expressed by IPB Rector Prof. Dr. Herry Suhardiyanto as a resource person in the public discussion of LPP RRI Public on "Strengthening the Existence of RRI as a Public Broadcasting Institution by Revising the Broadcasting Acts", Wednesday (15 / 6) at IPB International Convention Center (IICC), Bogor.

On this occasion, the rector also expressed thanks to RRI that has greatly facilitated the academics / scientists of IPB to share knowledge with the public through radio broadcasts.

Together with the IPB Rector, present as speakers for this public discussion were a member of Commission I of the House of Representative of the Republic of Indonesia Max Sopacua, the Supervisory Board of LPP RRI Dwi Hernuningsih, RRI observer Rajab Tampubolon, and Abdul Fatah representing NGOs.

Meanwhile, the Mayor of Bogor in his keynote speech read by Regional Assistant of Tata Praja (Town Management) II, Government of Bogor Town, Ade Sharif, said that RRI has a role as a preserver of the nation's culture. "By preserving this culture, RRI can make itself widely accepted by the people of Bogor in particular," said Ade.

The Supervisory Board of LPP RRI Dwi Hernuningsih explains that the revision of the Broadcasting Acts is expected to bring clarity and adjustment of the status of RRI as an autonomous and independent institution, especially related to finance, personnel and asset management. (Mtd)