

Topic : Proactive Ombudsman Approach Through Media: Indonesia Experiences

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Ombudsman Republic of Indonesia is based on Act No 37 of 2008 which consists of nine Ombudsman (a Chairman, vice Chairman and seven members). The Ombudsman shall held office for a term of five years and may subsequently be re-elected to the same office for one further term only.

The recruitment is based on open processes nationally under the independent committee. Final process took place through fit and proper test in the House of Representatives

In Indonesia freedom of media ownership and censorship changed significantly since the era of reformation in 1998. Before 1998 was the era of darkness where any media can be banned by the government if it was: 1) contradicted to national interest, 2) endangered national security, or 3) sensitive toward the government policies.

The problems of reasons mentioned there were no objective criteria and standard of decision only in the hand of those in power. Therefore, abuse of power was mountain. The fall, so called New Order regime, was because strong supports of the media.

Ombudsman Republik Indonesia (ORI) is aware of the power and the importance of media. We are working hard to have close relationship with our progressive media. In order to have maximum media coverage, Ombudsman Republik Indonesia conducting several media approaches including media coverage in activities such as press release, events, Regular and irregular talk shows, and Media Columnists.

There are challenges in approaching the media which probably vary for each institution or country. In approaching media, we face challenges such as media requires "hot issues", there are many other institutions more attractive, some media have business oriented principle, even some of them are also bias.