



2011 아시아태평양 매스미디어와 국제이해교육 포럼

2011 Asia-Pacific Forum on Mass Media
and Education for International Understanding



The Power of Mass Media in Reconstructing Infrastructure and Education

Annuuriah Amirmachmud Gewang

Assistant Producer,
ANTV Indonesia, Indonesia

Mass Media plays a vital role in disseminating information to all parts of Indonesia including the remote areas, no mean feat in a country that makes up the biggest archipelago in the world. Mass Media is even known to provide solutions to various problems or issues. One such instance is the collapse of the *Cicaringin Bridge* in Lebak, Banten Province. Although the bridge collapsed into the Ciliman River in October 2010 leaving only two girders of steel, the catastrophe was only brought to the public's attention in March 2011. Since the bridge was the only footpath for the local children to go to their schools, they were left with no choices but to cross the girders after the incident. The difficulty of crossing the bridge on a daily basis for nearly a year took a physical and emotional toll on the children, and adversely affected their education. The provincial government was aware of this catastrophe all along but took no stern actions except for citing a limited budget as their excuse. The press immediately shed the light on the *Cicaringin Bridge* scandal and made it headline news on newspapers, magazines, TV news channels, and other media. The media exposure stung the Provincial government into action, and soon they cooperated with the Central Government in allocating more funds for the bridge's reconstruction. The bridge was rebuilt within two months and it is now available to pedestrians and motorcyclists. Taking this incident as a clear example, Mass Media can play a major role in improving people's lives. However, the media has to do more than just providing valuable information; it is also responsible to provide balanced, objective reports that cover both sides of the story. Otherwise, it will lose the public's trust and its credibility as an agent for change.

Source materials: 3 August 2011 on ANTV's Daily News Program Topik Petang