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DAFTAR ISI

Hanif Hoesin
Pengaruh Teknologi Informasi Dan
Komunikasi Terhadap Perubahan
Sosial Dan Budaya Masyarakat Perkotaan 113 – 133

Rabinah Yunus
Dampak Situs Jejaring Sosial Dan Game Online
Bagi Kalangan Pelajar Dan
Mahasiswa Di Kota Makassar 134 – 151

Irbar Samekto dan Anton Susanto
Kebutuhan Kompetensi SDM TIK Pada
Aparatur Pemerintah Kota Makassar 152 – 168

Baharuddin
The Use Of Audio Visual Archives
Information In The Process Of
Organizational Activities 169 – 181

Anshor
Pornografi Dalam Media Surat Kabar
Online: Studi Kasus Pemberitaan
Video Mesum Mirip Artis 182 – 194

Kasiyanto
Sejarah Dan Perkembangan Teknologi
Informasi Sebagai Produk Sosial Budaya 195 – 212

Musdalipa
Pola Komunikasi Dan Inovasi Terhadap Respon
Petani Dalam Penyebaran Informasi
Penyuluhan Pertanian Di Kabupaten Bulukumba 213 – 224
THE USE OF AUDIO VISUAL ARCHIVES INFORMATION IN THE PROCESS OF ORGANIZATIONAL ACTIVITIES

Baharuddin

ABSTRAK

Arsip audio visual memiliki fungsi dan kegunaan yang signifikan di dalam menunjang kegiatan organisasi Publik maupun swasta. Karena signifikan informasinya, maka arsip audio visual harus dikelola dan dimanfaatkan di dalam suatu sistem teknologi informasi, karena akan memberikan pengaruh terhadap sistem pengelolaan, penyimpanan, pengaksesan, penemuan kembali dan penyajian informasi yang terkandung dalam arsip audio visual. Arsip audio visual atau arsip pandang dengar merupakan hasil "by product" dari suatu kegiatan yang terkait dengan media yang berbentuk citra bergerak, gambar statik serta dalam bentuk rekaman suara. Informasi yang disajikan dalam arsip audio visual dalam bentuk mudah dimengerti dan merupakan pengetahuan yang relevan yang dibutuhkan untuk menambah wawasan bagi pengelola kegiatan organisasi.

Kata Kunci: Arsip audio visual merupakan informasi terekam.

ABSTRACT

Audio visual archives has the significant role and the importance in supporting activities of public and private organizations. Due to their significant information, audio visual archives should be organized and used in the form of an information technological system giving the influence to the management, storing, accessing, and retrieval and presenting information in audio visual archives. Audio visual is the result of “by product” of a recorded activity in the moving media, static picture and recorded voices. Presenting information audio visual information are easily understood and constitute relevant knowledge needed to increase know-how for managers of organizational activities.

Keywords: audio visual archives as recorded information

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I. INTRODUCTION

For this time being, an organization is not only apply either product or price strategy for the survival of a company, due to the demand of customers are highly different. In the era of globalization, an organization is demanded to pay its attention and managing information that flow in and out of its environment concerning information is the basic need of an organization. An organization can directly know willingness, need and complaints of customers. Moreover, an organization can monitor market movement, competitors, and suppliers and the increase of customers. Without comprehensive information an organization can not conduct its activities well and objectively managerial decisions. More comprehensive information obtained by managers, they have more certainty in decision making.

Information become an absolute need, and therefore, information is an important part of management function facing highly fast situation and condition chance. Present information is the source of economy that has value and a cost of production. Value of economy can be seen from more commercially information regarding such information have significant value and chance to be sold. Besides that, accurate management as well as retrieval information in fast, correct and comprehensive patterns have economically measured quantitative values.

Archives (records) as one of the recorded information sources have significant role in supporting process of public and/or administration activities. In increasing bureaucratic performance, one of the indicators in supporting the availability of information is archives (records) that presents information accurately, correctly and vastly. By supporting a well information system in giving services for, it is hoped that bureaucratic performance could be developed. Moreover, archives (records) could be used by non-government organizations and government instances as well as public, education field and research. Archives (records) as one of the information sources need an accurate management system in creating affectivity, efficiency, and productivity of an organization. Therefore, the Act 14 of the Republic of Indonesia of the year 2008 on the Transparency of Public Information states that public information is transparently conducted and it could be accessed by customers, except public information is performed in tight and limited ways (article 2).

Fasty technological developments in recent times resulted impacts. In one hand, its positive impacts are on the fluency and ease for human beings activities. While on the other hand, it negative impacts should be urgently anticipated. By the fastly technological developments in present century and future time, it is said that that anyone who hold the power over information means he or she dominates the life. The developments of this field shows impacts to the archival matters, not only to the management and availability
of archives as the source of information, but also the effect of the use of this technology on audio visual archival matters activities.

II. THE INFORMATION CONCEPT OF AUDIO VISUAL ARCHIVES

Based on the Act No. 43 of the year 2009 on Archival Matters, the article 1 states that archives is the record of either an activity or an event in various forms and media according to the developments of technology and communication formulated and distributed to the state institutions, regional government, education institutions, companies, political organizations, public organizations, and individuals in implementing societal, nation, and state life.

Refers to the description of article 1 of Act No. 43 of the year 2009 on Archival Matters, archives are the media of verification of either an event or activity recorded in various forms or tangible ones for its retrieval. Milburn Smith noted that archives (records) is an overall recorded information in the form of a comprehensive recorded medium on paper, film, magnetic microfilm media or optical disc. Therefore, the article 1 of Act 14 of the year 2008 on the Transparency of Public Information states that information is description of statements, ideas, and symbols that contain values, meaning, and messages as data, facts or their description where it can be seen, hear, and read presented in package and format suitable for the developments of information technology and communication either electronically or non-electronically.

Meanwhile, information technology that creates archives as “by product” can be classified into several main groups, for instance, archives in the form of electronic media consist of magnetic disc, magnetic tape, and optical disc. Those media have more data storage capacity than other archives types, whereas, other archives media are micro photographic media such as micro film, or micro fiche and COM (Computer Output Microfilm). Other important media are photo, film, video, cassette (voice recording) and others. Such all media are used to keep information for either fast access or long recording.

The role of audio visual in information field is utilized to keep moving-pictures archives and sound such as cassette, audio cassette and video tape. The current trend towards the use of digital media such as laser disc, video compact disc (VCD) that store information of multimedia, text, pictures graphic and sound. From the explanation above, the details of the meaning of audio visual archives are stated by the following definitions:

a. Kethien Owens (1996). Audio visual archives is a document that contains governmental information in the form of moving-images and/or sound.
b. *Canadian National Archives* (1995). Audio visual archives consists of moving-images (film and video) and recorded sound including radio and television production for all media (belonging to static images/fixed images, such as photograph).

c. *National Archives and Records Administration – NARA* (1996). Audio visual records is archives/records in the form of either audio or visual inclosing moving media and stalls, sound recording, graphic presentation, multimedia, back-match media and production files.

d. *National Archives of the Republic of Indonesia and State Civil Service Administration* (1990). Audio visual records is visual and/or auditory archives using specific instruments in the form of physical display depending upon the technological media at the moment of its design.

Refers to the definitions above, in general, audio visual archives is “by product” of a recorded activity in media in the form of moving-images, static pictures and recorded sounds. It is stated in the module of audio visual archives management that audio visual archives in General Circular Letter of National Archives of the Republic of Indonesia and State Civil Service Administration Department, Registration Number : 01/SEB/1990 on Credit Point for Archivist Function describes that audio visual archives is classified into three main categories, among others, moving-images archives, static picture archives and recorded sound archives. The classification of the three archives includes relatively various definitions formulated for audio visual archives. Hence, the kind of audio visual archives described in the study is only moving-image archives (film and video), static picture archives (photograph and slide) and recorded sound archives.

1. **Moving-Image Archives**

Moving image/visual archives is archives contain recorded information in the form of moving-images, such as motion pictures and video created by specific technical and using certain instruments. In general, this kind of moving-images archives is also classified into two categories: film archives and video archives.

a. **Film Archives**

This type of archives consists information in the form of moving-images recorded in a series of photographic pictures and sound as the basic material of film where its design using specific technical and artistically design using special instruments. Several film archives are film documenter, film features, story film etc. Format of film archives can be classified based on either gauge or film size, such as 8 mm, 16 mm, 35 mm and 70 mm.
b. Video Archives

This type of archives consists information in the form of moving-images, recorded in a series of photographic pictures and sound in either magnetic tape or magnetic disc and its design using electronic technological media. The developments of video in Indonesia is concerned to the establishment of TVRI in 1962 (the abroad broadcasting around 1950s) and video in 1970 (the abroad broadcasting in 1960).

2. Static Picture Archives

Static picture archives is the type of archives contains information in the form of either still visuals/images or non still visuals/images. One category of this type of archives is photograph and slide.

3. Recorded Sound Archives

Recorded sound archives is the type of archives contains recorded information in the form sound signal using certain recording system. The developments of recorded sound was begun since the invention of recorded phonograph by Thomas Alfa Edison in 1887. In 1920, gramophone was invented that inspired the invention of gramophonic plate through recording 1 to 12 songs (one play record). Gramophonic plate is too expensive for public consumption. Therefore, cartridge (cassette) was invented in 1960 where its basic material was made of magnetic tapes. In the term of its quality, the cassette is considered is not suitable enough in recording compared to “open reel to reel tapes” using the same material, but its tapes are thicker than tapes for cassette. In 1980-1985, the developments of sound recording more progress through the use of digital audio-tapes with the result of the invention of compact disc audio.

III. THE INVENTION PROCESS OF AUDIO VISUAL ARCHIVES INFORMATION (LIFE CYCLE OF RECORDS)

In the management module of audio visual archives, it is stated that life cycle of records is similar to management according to Lundgren and Lundgren (1989) that dynamic archives management consists of planning, staffing, organizing, instruction, and supervising to arch gives concerning to whole process of archives. He states that basically archival matters management is managing overall archival life cycle. In other definition, Robek, Brown and Maedeke stated that dynamic archival management is the application of control systematically and in a scientific way to recorded information needed for an organization (1987: 5). Meanwhile, Ira A. Penn et.al stated that dynamic archival management is a practical and logical approach to the creation, maintenance, utilization, and arrangement of
archives, including available information. Therefore, the manager of information management and documentation is someone who responsible in storage, documentation, supplying and/or arrangement of information for public interest. The article 1 of Chapter 1, Act No, 14 of the year 2008 on the Transparency of Public Information.

Based on the three definition stated above, it is concluded that dynamic archival management in the implementation of management function in the framework of managing overall archival life cycle. Archival management in life cycle phase is a system consists of either subsystem or phase connected each other. For detailed description, let see the following picture.

**ARCHIVAL LIFE CYCLE**

According to:

1. Patricia E. Wallace

2. Betty R. Ricks Etat

By several concepts of real archival life cycle can be simplified into three phases, among others: Archival Creation Phase, Archival Utilization
Phase, and Disposal. Archival Phase as the break phase. For detailed description, see the following scheme:


Audio visual record management is an integral part of implementation of archival management (record management) or archival life cycle. Therefore, audio visual archival management consists of: 1) creation, 2) maintenance and use and 3) disposition.

1. Creation

In Chapter VI on Authentication, Article 68 of the Law No. 43 of the year 2009 on archives, it is stated that archival formulators and/or an archival service institution can formulate archives in the form of pattern and/or do transfer of media including electronic media and/or other media. Consequently, the creation of audio visual archives in organizations is a part of service program because they can record much information more than written texts like paper archives. Audio visual archives has also role as communication media (instrument) that gives or coverage's information to public. At the present time, in general, it is stated that production of audio visual archives more increase.

There are several aspect should be considered as either an organization or individual creates audio visual archives, among others:

- Selection of materials and instruments according to the need and they have good quality based on the archival matters rule.
- Every creation of achievements gives as good as possible description on archival information and technical data of archival media used (especially for operators/makers/information recording staffs, especially either photo/film/video cameramen or cassette operators).
- Accuracy in selecting staffs who perform creation of audio visual archives.

2. Management of Audio Visual Storage

Recorded information in audio visual archives has significant value due to its recording for an event. The recorded data in audio visual media are easily damaged that need specific treatments from the creation phase until its storage. Storage of audio visual archives is depend on its types, such as film archives that need a room below 15 Celsius degree and moisture around 55% to 66% and film can be stored in the this rule can preserve until 50 years (Kodak Handbook).

3. Maintenance and Use of Audio Visual Archives

In a book with the title Audio Visual Management, it is stated that good maintenance should give solution concerning to retrieval system and storage of information. Consequently, audio visual archives is the most susceptible archives to damage and bad storage condition that increase its deterioration. Placing audio visual archives material either near or in contact with several certain materials might result chemical reaction making its information is missing. Incorrect and careless treatment to the material of audio visual archives lead to its information are uncover able that significant information might be eliminated.

Many organizations that create archives could not implement standardized achieves programs for their audio visual preservation. Those programs need optimal storage condition, special managing facilities, and professional archivist/staff. Whereas, an organization of archival creation should apply maintenance and procedure that protect audio visual archives from damage.

Basically, the use of archives involves the use and maintenance of archives including how to arrange and to retrieve audio visual information for interest of instances/companies. Experienced staffs with suitable skills in managing audio visual archives. Moreover, devices used to operate audio visual archives should show good function, and they are placed in a room free from dust or based on the criteria of archival matters. In general, the use of audio visual archives consists of activities of arrangement and back-match of information.
4. Disposition of Audio Visual Archives

The law in Chapter 47 Act No 43 of the year 2009 on archives states as also noted in Chapter 40 article (2) subsection on archives states that disposition of archives is conducted by archivist. Regarding to this article, the book titled Audio Visual Management, it is stated that disposition of archives is depend upon its information. Information value sometimes is measured in either minutes or hundred years. Information in a memo of a director – for example, the birthday of staffs – are only probably used after their birthday end. Whereas, letters of the same persons in discussing taking over strategies of a company are considered have historical role that they should be kept permanently. This disposition phase consists of retention, valuing, recording inactive archives, determination of elimination (Ira A. Penn: 1992).

Inventory and determination of retention schedule are important elements for an effective archival disposition program. For audio visual archives, this task can be complicated by so much copies and their distribution at various locations. Staffs who have collection of audio visual materials sometimes unrealized their responsibility to treat them as archives according to either available law or regulation, including instruction from their institutions.

IV. IMPLICATION OF AUDIO VISUAL INFORMATION ON ORGANIZATION

The use of audio visual archives as the result of the developments and advanced information technology at either an organization of government or a business organization shows to ineffective performance without papers. Initially, the use of information technology using audio visual archives resulted controversy. On one side, there are individuals who note that textual archives would increase, whereas, on the other side, there are many persons realized that textual archives would not important anymore because all information are either kept in film or magnetic media (audio visual) or in computer memory (electronic).

The creation of audio visual archives in as the impact of the use of information technology in archival matters are also of course affects organizational life. Organizations that create archives are absolutely should vastly anticipate the impact of this audio visual creation in their working environment. This condition lead to “transitional phenomena” occurred in the last twentieth century. Organizations that implement audio visual archives will give significant function to the process of managing, storage, maintenance and presenting information. The use of audio visual archives leads to two implications, firstly, automatization of archival field. It means that audio visual instruments are technological media needed for managing,
storage, and retrieval and presenting information. Secondly, creating what is known as Electronic Archives (Electronic Record). Hence, electronic archives sometimes is called Machine Readable Record.

Besides the impacts explained above, there are some books on audio visual management explained other following impacts:

1. **Transition of organizational structure**

   Transition of organizational structure will probably occur, especially to working units that have real direct relation to the use of audio visual archives, or at least transition to description of working position and working duties at units that have direct relation to the use of audio visual. For an archival service working unit, even for an organization that creates many audio visual archives more probably will change more variations and number of duties, roles and working loadings.

2. **Transition of thinking pattern and working method**

   The use of audio visual in organizational life, of course, will result transition of thinking pattern and working method in an organization. As audio visual instruments were not used in organizational life, working method was conducted without requirement of audio visual machines, either at working units or archival matters. But as audio visual instruments were begun used in organizational life, various skills and proficiency are needed, not only at working units as achieves instruments have already been created, but also when audio visual instruments have already been made at archival service unit.

3. **Transition of staff recruitment pattern**

   Previously, recruitment of staff is conducted with general qualification, but since audio visual has been implemented in organizations, pattern of recruitment will probably change along with additional proficiency criteria and skills in audio visual field as one of the recruitment standards.

   Several implementation needed in organizing and managing audio visual archives are the following:

   1. Defining working units that have both responsibilities and authorities in managing audio visual archives;
   2. Deciding and applying standardized works of working units that have responsibilities and authorities in managing audio visual archives;
   3. Determining and applying standardized qualification of functionaries who have both duties and authorities in managing audio visual archives;
   4. Determining and defining job description of staff and archivist who responsible in managing audio visual archives;
5. Setting and defining qualification of staffs and or archivists who responsible in managing audio visual archives and defining as well as determining their job description;
6. Determining and defining various permanent procedures effective in managing/arranging audio visual archives.

V. CONCLUSION

Audio visual archives devices consist of magnetic disc, magnetic tape, and optic disc. It is generally used to restore various kinds and large number of archival information.

Audio visual archives is a type of archives consists of moving-images, static picture, and recorded sound. Management of audio visual as a part of whole organizational/ company archives or archival life cycle that consists of the creation, maintenance and use until disposition of archives.

Principally, organizing and managing of audio visual archives is an integral part to the organizing and managing achieves as a whole. Therefore, organizing prevailed in managing paper archives or other types of archives are based on prevailed and applied in paper archives or other types of archives.

Audio visual archives consists of information based on information given by organizational managers who know objective condition of an organization. Such information are results of data analysis or facts compiled in certain ways.

Information is description of statement, ideas and symbols that contain value, meaning and message where its data, facts or description that can be seen, hear, and read presented in the package and format according to the developments of information technology and communication electronically and non electronically.

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