

# smes: in the un global compact

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## Case Studies

Indonesia | Pakistan | Tanzania | Australia | USA | Uganda | South Africa | Chile

### Indonesia

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#### Mia Purwandari Managing Director

PT Mega Kelola Promoindo  
Run 4 media publication in Indonesia  
(Tabloid Ibu & Anak, MUMU, LIBERO and e-NET)  
email: mia@mkp-online.com  
T: 62-21 576 2882 ext.2017  
F: 62-21 576 2880

#### **Principle 3: Freedom of association and the effective recognition of the right to collective bargaining.**

In my experience as a professional working in media business in Indonesia since 1989, I realized that Indonesian law for media is not enough to protect the media industry and everyone involved in this industry.

The case in my experience was, I had lost my media company in 1994, that had been banned by the government without any clear explanation. Some government sources said that my media "wrote something delicate about the regime at that moment that made the government angry and banned my media". The other analyst said "my media is too strong to build a public opinion, so it was a threat to the government".

Although, at that moment my company was a member from media association and all the journalist is a member of national journalist association, the association did not have the power against the regime that ruled in Indonesia at that moment. The media lost their rights of freedom to speak, and the employee lost their job.

After that, we must face the reality that each employee tends to act individually for the benefit of individual purpose. In the other hand company would only deal with communal need of the labor. And the regime in the government at that moment successfully made the

union/association in media industry – and other industry too – divided because they always make “government owned-union” that could be conducting by the government needs (politically).

### **Action taken**

The media and people power in 1998 had reform the government. The law in media industry is changed as the regime ruled was changed. After reformation, Indonesia media industry is going better. We do not need any government permission to establish a media company. We do not have to join a government-owned union or association because we as professional could establish any union or association regarding our needs and demands.

Starting from 1999 my company established the freedom of association for each employee regarding their needs. For examples, the journalist will join the journalist association, the marketers will join some marketing association, and the company joins a specific association for Media Company. We put into action all Indonesia Labor Act. In the other hand, each employee has their own problem and need. Sometimes employee tends to ignore the company rules of conduct and try to find a way to make individual benefit.

To minimize individual action, the company socializes the rules and conducts and a merit system. The company also set up a board of management to evaluate periodically. The freedom of association and the effective recognition of the right to collective bargaining will benefits all counterparts: employee, employer, and the society. We run the media company as industry.

### **Expected result**

The media as industry is running with business orientation, but community will self-censored each media that will survive in the market. Idealism in media and freedom to speak is self-censored by the community. Education and open market – from the use of Internet – had taught many lesson and new experience.

The lesson I learn from this experience is we could change any impossible things only if we are union and have a collective bargaining position that is so strong.