

EU –Indonesia Relation in the Eyes of Media: Case of EU Ban of Indonesian Airlines

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Objective of the paper

- To explore how media and stakeholder perceive the EU ban on Indonesian airlines.
- To show the EU ban on Indonesia airlines has received different reactions from both media and stakeholder

EU-Indonesia Relations

- 1976-1980: The relations established under Framework of ASEAN – EC Relations
- 2000-2007: EU Country Strategy Paper (CSP) for Indonesia.
- 2007: Indonesia–EU Comprehensive Partnership Agreement concluded

EU Ban of Indonesian Airlines

EC Regulation No 2111/2005, set of criteria for consideration of an operating ban :

1. Verified evidence of serious safety deficiencies on the part of an air carrier:
2. Lack of ability and/or willingness of an air carrier to address safety deficiencies (i.e. Lack of transparency or adequate and timely communication on the part of a carrier in response to an enquiry by the civil aviation authority of a Member State regarding the safety aspect of its operation).
3. Lack of ability and/or willingness of the authorities responsible for the oversight of an air carrier to address safety deficiencies as demonstrated

EU Ban of Indonesian Airlines

- (EC) Regulation 787/2007 on 4 July 2007 established a list of air carriers banned in the EU include 51 of Indonesia airlines.
- (EC) No 1043/2007 on 11 September 2007.
- (EC) No 1400/2007 on 28 November 2007.
- (EC) No 331/2008 on 11 April 2008

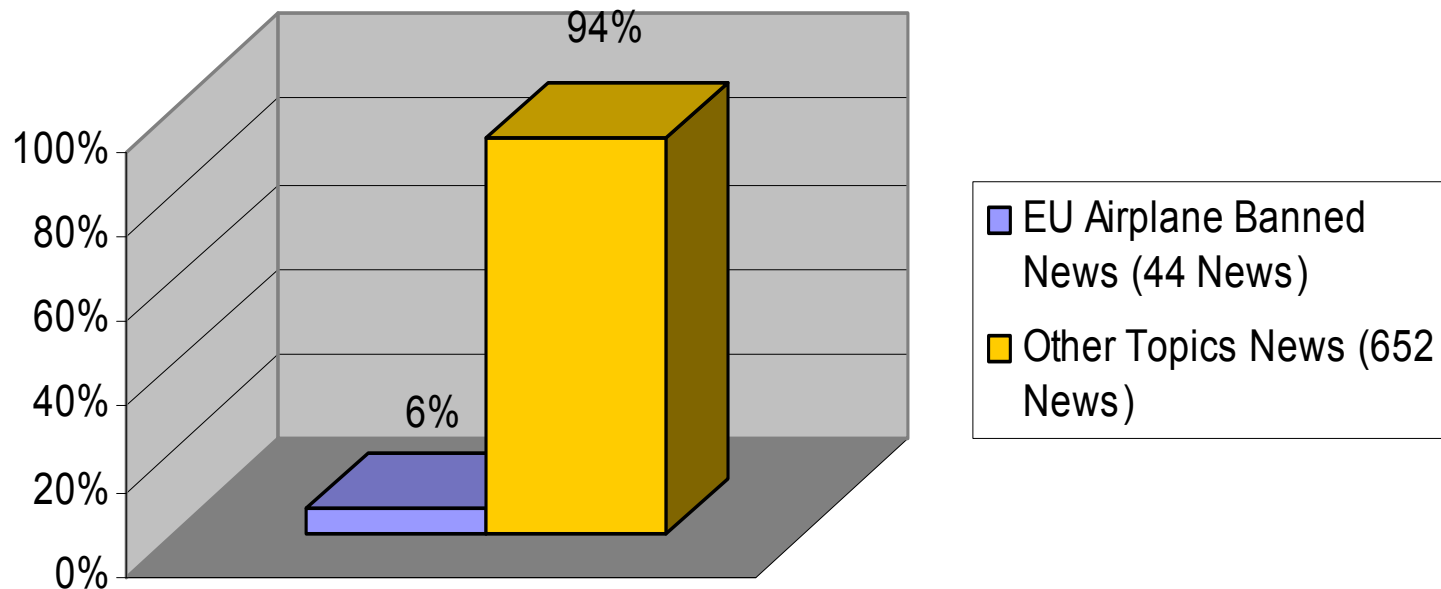
**EU Ban on Indonesia Airline
Through the Eyes of
Indonesia Media
Period Jan-Jun 2008**

EU News in Indonesia Media

Total 696 News items

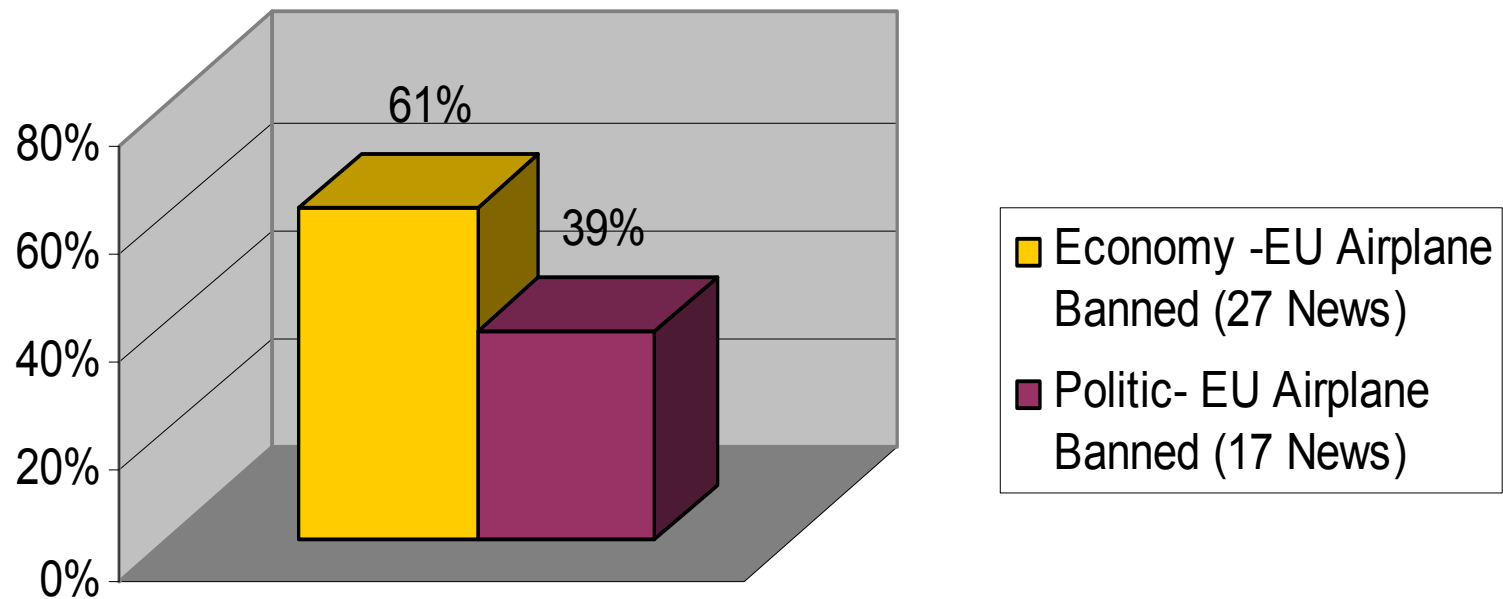
Jan – Jun 08

Chart 1



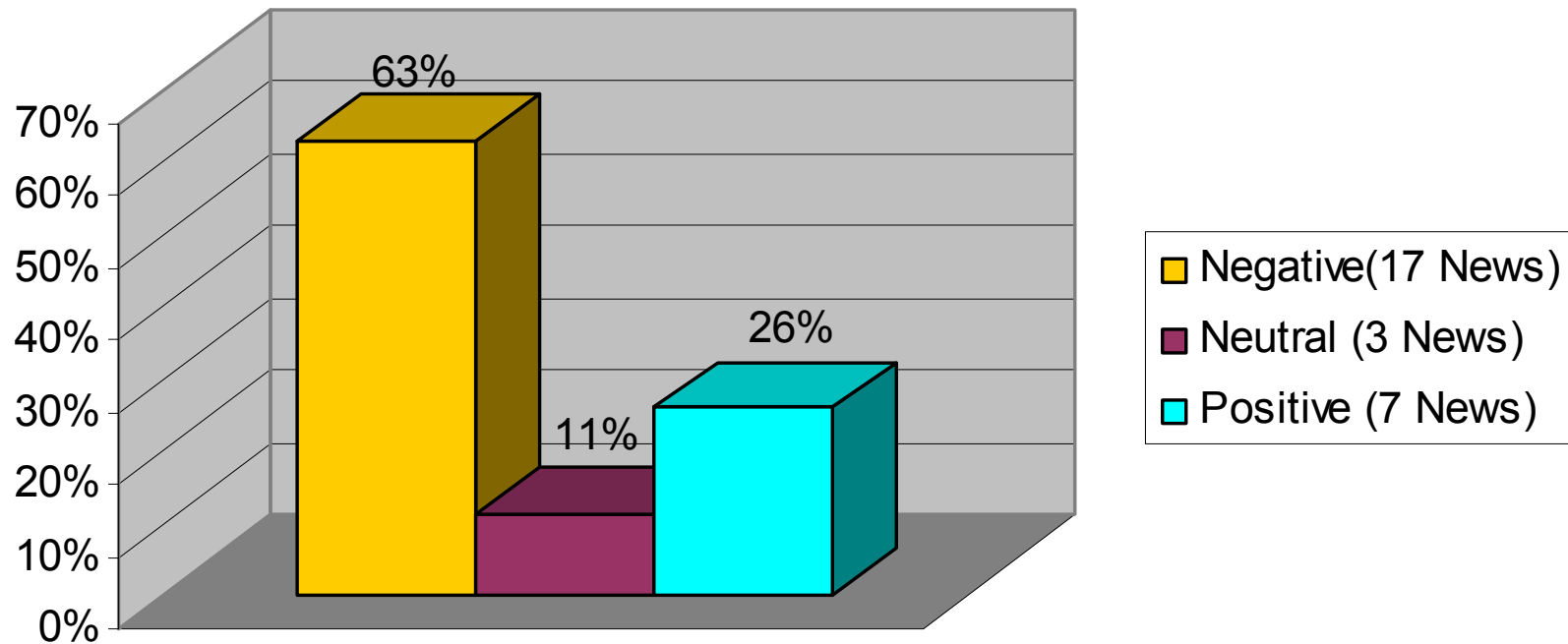
EU Ban (Economy – Politics Framing)

Chart 2



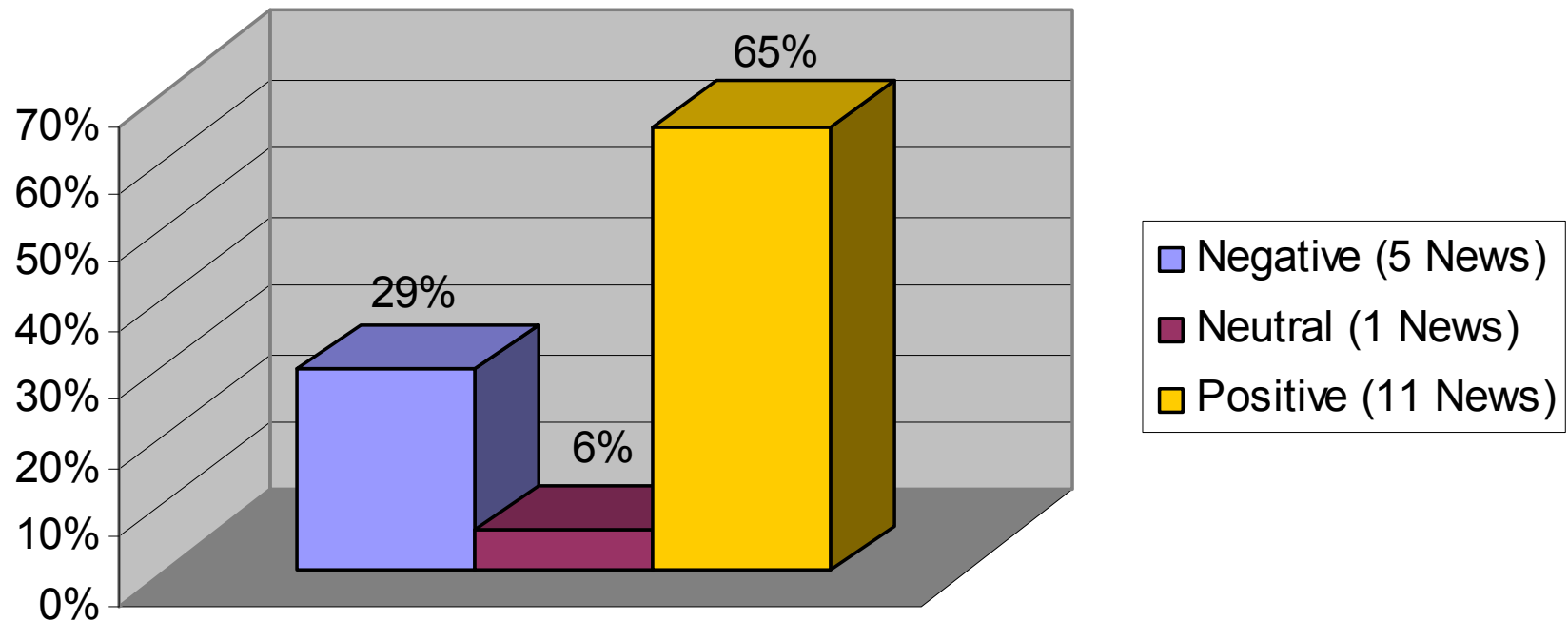
Evaluation - Economy

Chart 3



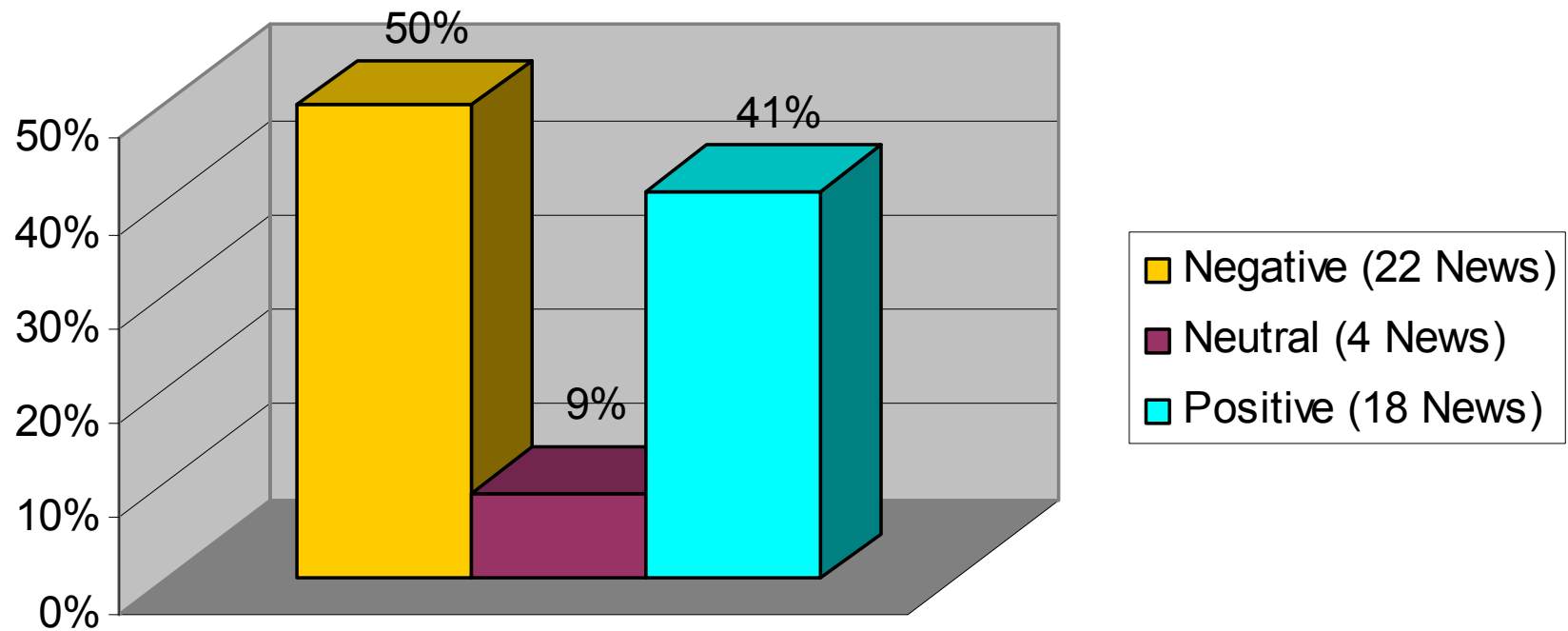
Evaluation - Politics

Chart 4



Total Evaluation

Chart 5



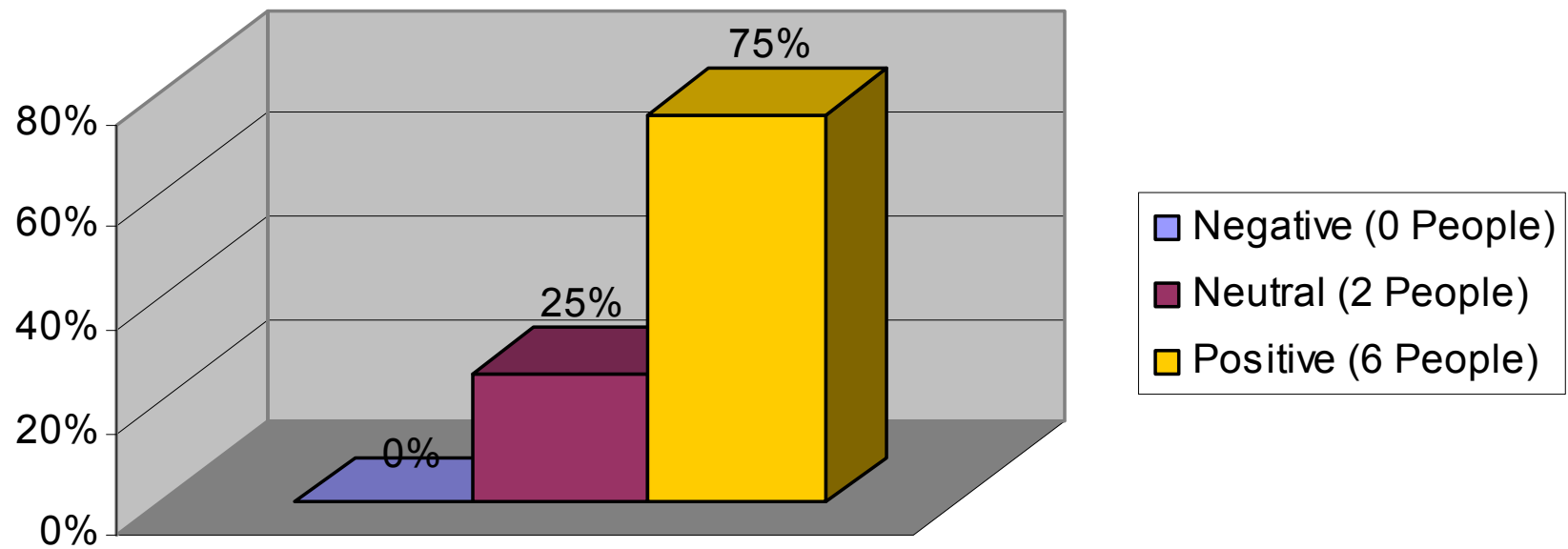
INDONESIAN'S STAKEHOLDERS OPINION

Stakeholders Interviews (16 Samples)

- POLITICAL (8) = 1 Minister, 1 DG of America-Europe Affairs, MP's of Foreign Affairs.
- BUSINESS (8) = Managers, VP's, CEO of Prominent Companies, Professional Association

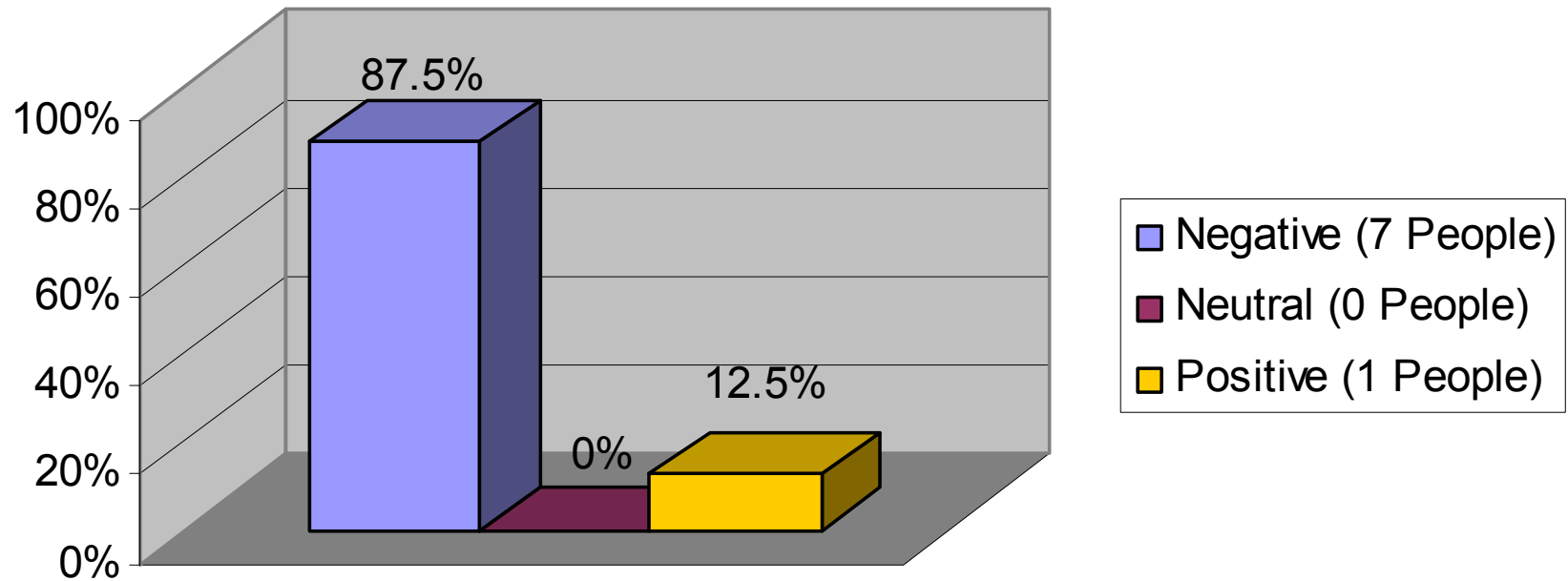
Business Stakeholder

Chart 6



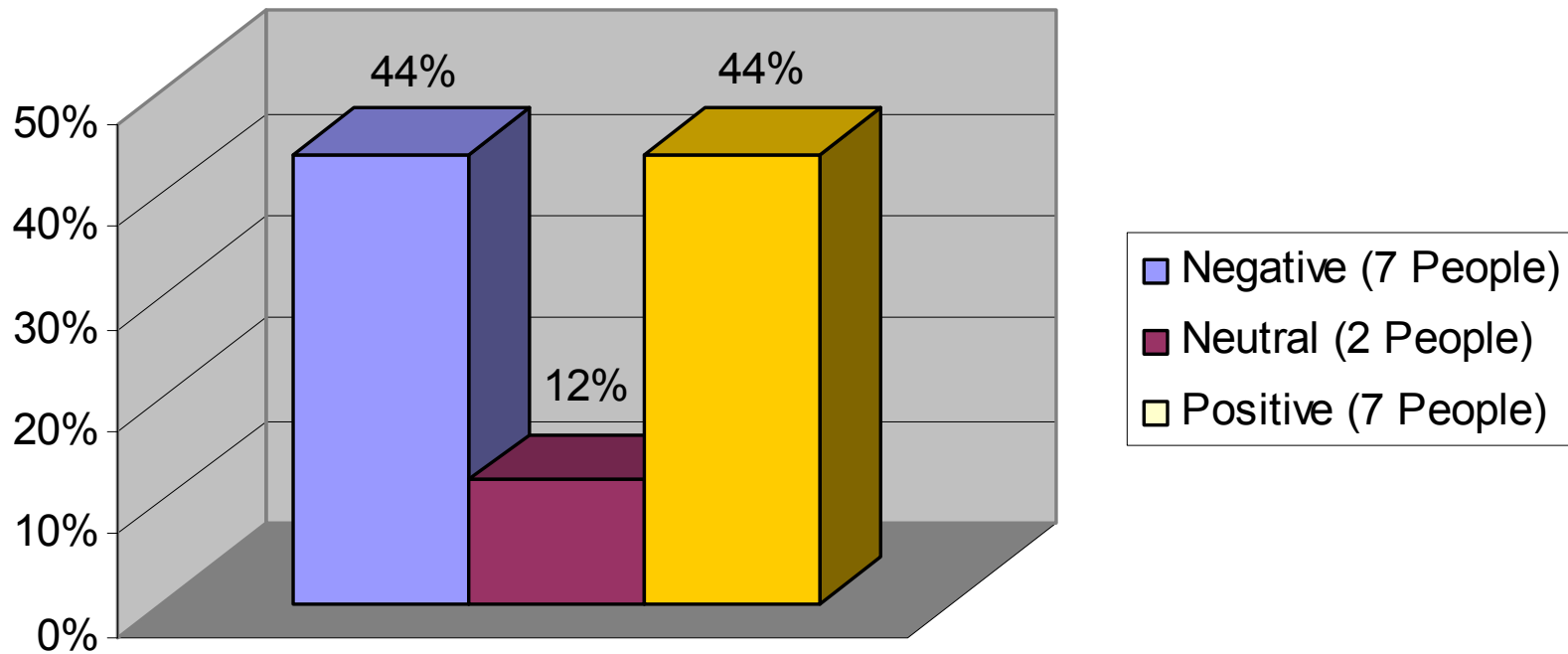
Politics Stakeholder

Chart 7



Total Business-Politics Stakeholder

Chart 8



Quotes

- “No doubt that the ban on Indonesia airlines travelling to the EU had become a source of problems for Indonesia-EU bilateral relations”, Hasan Wirajuda, Indonesian Foreign Affairs Minister.
- ‘EU ban on Indonesian airlines created a negative out standing for Indonesian politic’, Retno Marsudi, DG America-Europe Affairs, Department of Foreign Affairs

Cont

- “EU ban is embarrassing and may impact on our relations. Abdillah Toha, MP’s of Foreign Affairs Commission.
- “EU ban should be seen as an constructive measures for Indonesian Authority to improve the safety standard”, Benny Sutrisno, President Indonesian Textile Association

CONCLUSION

- There are differing perceptions of EU ban of Indo airlines.
- The written media more negative toward the ban because they keep trying to signal to the government.
- The stakeholder perceive the ban as technical issue but may impact to politics.