

---

## Search for Common Ground - Indonesia Key Findings from 2009 Internal Evaluation

Search for Common Ground (SFCG) began working in Indonesia 2002 and has since worked alongside local civil society organizations (CSOs), media outlets, and conflict survivors among other to develop inventive and appropriate conflict transformation initiatives. While establishing strong working relationships with local official and community leaders, schools and universities, and community-based organizations, SFCG has implemented programs attempting to increase access to the judicial system for marginalized groups, promote peaceful elections, and capacity strengthening programs for institutions to foster tolerance and violence reduction. SFCG's programme in Indonesia is supported by DFID and the World Bank. Search for Common Ground is an international non-governmental organization that works to transform the way the world deals with conflict: away from adversarial approaches, toward cooperative solutions. With programs in or with Angola, Belgium, Burundi, DR Congo, Guinea, Indonesia, Iran, Liberia, Macedonia, Middle East, Morocco, Sierra Leone, Ukraine, and the United States, our "toolbox" includes mediation/ facilitation, shuttle diplomacy, training, radio/TV, journalism, sports, drama, and music.

### EVALUATION SCOPE

Evaluators Stefanie D'Errico and Alif Imam conducted the evaluation of SFCG activities from April 2008 until February 2009. In February 2009 the report was updated and finalized. The purpose of this evaluation was to:

1. To assess the relevance of the project; was the AYRP a valuable means for fostering peace in Aceh?
2. To assess the effectiveness of the project (i.e., the extent to which the project's stated objectives were being achieved). The evaluation covered the entire process of technical production chains, starting with topics, production, broadcasting, and including feedback dissemination to stakeholders involved in the peace process in Aceh.
3. To assess the impact of the project
4. To determine whether the project facilitated the useful exploration/discussion of issues of concern amongst youth and policymakers
5. To provide recommendations for suitable programmes, in line with the needs on the ground, that enhance youth involvement in promoting peace in Aceh

The evaluators also put forth recommendations for future SFCG Aceh Youth Radio Project activities.

### KEY FINDINGS

The SFCG Aceh Youth Radio Project was assessed to achieve outcomes at every level of social transformation; personal, relational, structural, and cultural. That said, the most significant changes occurred at the personal and relational levels.

#### PERSONAL TRANSFORMATION

---

- AYRP has brought substantial changes to the life of participants, here defined as team leaders, youth reporters and radio presenters. Most noted an improvement in their status within their respective communities after joining SFCG, and they now feel that they have a role in the peace-building process. Evaluators found many success stories of positive transformation which are further described in the personal transformation chapter.

*Source: The majority of this document was taken verbatim from the Evaluation of Search for Common Ground Activities in Sierra Leone, August 2004, and from the Comparative Analysis of Audience Listening Surveys in 2002 and 2004. For the full evaluation or listenership analysis, please refer to: [www.sfcg.org/sfcg/evaluations/evaluations.html](http://www.sfcg.org/sfcg/evaluations/evaluations.html)*

- Geunderang Damee listeners' levels of understanding of issues affecting Acehese society has improved, helping advance a productive dialogue. Most of them feel that false perceptions and miscommunications exacerbate tensions which can be blown out of proportion. However, some listeners still exhibit negative attitudes or apportion blame, which is unproductive in terms of reaching common ground, and could lead to negative behaviour.

*“For Acehese to achieve a sustainable and peaceful future, the challenges of the tsunami and the MoU must be translated into a process of wide-reaching, inclusive and broadly supported societal change. An improved security environment combined with large-scale investment and economic assistance programs have the potential to reap economic dividends, but these must be supported by a process of constructive social transformation. This transformation, however, must come about from within.”*

---

### **RELATIONAL TRANSFORMATION**

- AYRP established broad networks among different communities across Aceh. Team Leaders were found to be fundamental in establishing these networks.
- The social status of the vast majority of AYRP participants (team leaders, youth reporters and presenters) has improved since joining the project. Their friends, family, and colleagues now see them as professional journalists, and think that they have good knowledge of the conflict and post-conflict Aceh. As such, AYRP project participants are more frequently engaged in community discussions than before, and their opinions are highly respected by their peers. Moreover, their friends rely on them to represent their opinions and concerns about society.
- The choice of content and stories that talk about differences within Aceh's society helped in creating networks among youth of different backgrounds and ethnicities. Fauzan, a youth reporter from Bireun, explained how he contacted the leader of the local Chinese community and invited him to speak at the talk show. He considered this a crucial moment because his friends openly recognised the Chinese as part of the Bireun community.

---

### **STRUCTURAL TRANSFORMATION**

- The Aceh Youth View Reports are an innovative platform for expressing the views of Acehese youth. All decision makers interviewed found them to be useful, and appreciated their value as a new path to understanding.
- Decision makers discussed issues raised by youth with their colleagues after the meeting. All of those interviewed said that they would come to future meetings that highlight youth and peacebuilding issues, such as the Youth View Report presentations.
- The presentation style should be changed in order to be more effective. Most of the decision makers interviewed asked for a clearer agenda with main points supported by statistical data.

---

### **CULTURAL TRANSFORMATION**

- The evaluators found that, in general, the team leaders, reporter and radio presenters were capable of resolving issues of stereotyping or generalizations that emerged in field reporting, from phone-ins to the interactive talk shows, as well as via incoming SMS, received at the AYRP office in Banda Aceh.
- Overall, radio presentations, reporting packages, and interviews were delivered in a manner that would diminish cultural prejudices on the topics related to peace building and development in Aceh. In addition, based the broadcast record, all radio outputs adhered to local customs.

## **SUCCESSFUL ELEMENTS & AREAS FOR IMPROVEMENT**

The AYRP was found to have a mix of successful components that helped the programme achieve its objectives as well as room for improvement in certain areas. Successful elements of the program include the networks established as a result of the programme, the general production and broadcasting of the radio programme, and the process and product of the Aceh Youth View Reports. Areas for improvement included the limited number of radio networks for broadcasting, format and time limitations on the talk show, lack of technical training as part of capacity building for journalists and presenters, and too limited distribution of Youth View Reports.

### **SUCCESSFUL COMPONENTS**

---

- **Establishment of Network:** Networks were established as a result of the AYRP between youth reporters, radio stations otherwise competing for their market share, and team leaders. Networks were also created between Aceh youth and radio stations from different towns.
- **Production and Broadcasting:** 85% of listeners considered the show useful in solving conflicts in their community. Additionally, it was found that issues are presented in an effective manner. 85% of listeners surveyed thought that GDAM reflected issues that affect their community.
- **The Youth View Reports:** the Youth View Reports and presentations succeeded in creating dialogue between youth who work for AYRP and policy makers.

### **AREAS FOR IMPROVEMENT**

---

- **Partnership with Community Radio:** The AYRP budget did not allocate resources for broadcasting the radio programming beyond the 12 commercial radio stations. The program didn't maximize the use of community radio networks in Aceh that would have enhanced the geographic and social scope of Geunderang Damee listenership.
- **Format of the talk show:** The talk show format was seen to be the second most preferred format, from the survey. The 30-minute show was a limitation as well, as most radio presenters lamented the fact that there was not enough time to adequately cover complex issues while giving adequate time to guests, phone callers and people who sent questions or comments via SMS.
- **Capacity building of team members:** Participants cited the need for additional sessions in more technical aspect, including sound editing and interviewing techniques. They also expressed the will to learn how to work more actively within the community.
- **Engaging policy makers:** SFCG did not do enough to distribute and socialize Youth View Reports. A limited number of stakeholders participated in the presentations of Youth View Reports. On average, less than 20 participants attended the youth view presentations; remarkably the number increased at the final presentation that hosted 29 participants. All policy makers interviewed asked for a major involvement of political parties from the whole Aceh's political spectrum. Aceh youth view report have been an innovative exercise, and for this reason it needs time to be cultivated in the public arena. The Youth View Report and presentations hold great potential for increasing collaboration between youth and development stakeholders in Aceh. It is imperative that SFCG engage participants from different realities of Aceh's politics in order to raise youth issues as a cross cutting interest for all political parties.

## **OVERALL RECOMMENDATIONS**

- The preferred listening format amongst youth is song requests. It is overwhelmingly the most popular format of 61% of Aceh listeners. The evaluators recommend including it in further programmes.

- The choice of broadcasting times for AYRP was appropriate. Acehnese listen to the radio in the afternoon from 2pm-7pm (27%) or in the evening from 7pm to 11pm (26%). The evaluators recommend broadcasting during these two time slots to maximize listenership.
- The Talk Show is the second most preferred radio formats amongst Acehnese listeners. It was chosen by 34% of people surveyed. It is also very useful in bringing issues raised by youth to the attention of adults. Unfortunately, the Geunderang Damee Talk Show is only broadcast by 6 radio stations. It should be broadcast by all partners in order to reach a broader audience.
- The presentation style of the Aceh Youth View Reports should be reviewed. Most decision makers interviewed asked for a clearer agenda with main points supported by statistical data.
- Some of Geunderang Damee's listeners voiced negative attitudes toward particular groups when we asked them to explain their opinions about the conflict during Focus Group Discussions. Even if they are a minority among listeners surveyed, the evaluators recommend implementing strategies to mitigate these negative attitudes.
- Some youth reporters interviewed did not attend the trainings. The evaluators recommend providing more workshops and trainings to participants in order to give them a clearer understanding of the organization's vision.
- During face-to-face and phone interviews many participants showed an interest in working within the community. They have used radio to bridge different realities of Acehnese society but do not possess adequate facilitating skills. The evaluators recommend providing trainings on facilitation and mediation skills for participants so that they can undertake community work within the networks created by the program.
- Team Leaders faced many difficulties in dealing with increased responsibilities after the programme officer left. The evaluators recommend hiring a new programme officer with coordination and conflict transformation skills.
- Decision makers interviewed expressed the need to make stronger linkages with youth groups beyond media, in a youth congress or forum. It would be very useful because such thing doesn't exist in Aceh. It is strongly recommended that this possibility is pursued in future programming.
- The evaluators recommend conducting a further assessment within target communities to assess what kind of future activities would be useful to utilize build upon the networks created.

### EVALUATION METHODOLOGY

The methodology of the evaluation can be defined by the acronym KARB, which stands for knowledge, attitudes, relationships and behaviours. Five key questions were addressed:

- Has the project increased knowledge among participants and listeners?
- Has the project transformed youth attitudes towards cooperative approaches?
- Has the project created relationships across dividing lines?
- Has the project positively transformed youth behaviour?
- Has the project brought youth issues to the attention of local decision makers

Methods of data collection included the distribution of 434 listenership surveys, interviews with team leaders, 19 radio presenters, 10 radio station managers, 6 Acehnese decision makers, focus group discussions, content analysis of all 24 episodes of GDAM and GDTS, and direct observation of the third Youth View Report.

---

*Source: The majority of this document was taken verbatim from the Final Evaluation Report: Aceh Youth Radio Project, February 2009. For the full evaluation, please refer to:*  
<http://www.sfcg.org/sfcg/evaluations/indonesia.html>

# Final Evaluation Report

## Aceh Youth Radio Project

*A project implemented by*  
Search for Common Ground Indonesia

*Funded by DFID and administered by the World Bank*

*From April 2008 to February 2009*

*Contact Information:*  
Stefano D'Errico  
Search for Common Ground Nepal  
Dir: (+977) 9849052815  
[derricostefano@yahoo.it](mailto:derricostefano@yahoo.it)

---

*Evaluators:*

Stefano D'Errico – Representative, SFCG Nepal

Alif Imam – Local Consultant

Supported by SFCGI Staff: Dylan Fagan, Dede Riyadi, Alfin Iskandar, Andre Taufan, Evy Meryzawanti, Yunita Mardiani, Alexandra Stuart, Martini Morris, Bahrul Wijaksana, Brian Hanley

## Executive Summary

In February 2009, Search for Common Ground (SFCG) Indonesia concluded the implementation of a pilot project entitled Aceh Youth Radio for Peacebuilding. The project, funded by DFID and administered by the World Bank, had the overall objective of “transforming the way in which Acehese youth deal with conflict, away from adversarial approaches towards cooperative solutions”. It lasted 10 months and included four main activity components: trainings on media production and conflict management; outreach events in each of nine working districts; Aceh Youth View Report presenting youth issues to local decision makers, and; production and broadcasting of two youth radio programs (see Annex III, for more details).

Some of the positive impacts of the AYRP pilot include:

- All participants and radio presenters acquired knowledge in media production and conflict resolution; most of the participants now use expertise learned from AYRP for other jobs; AYRP enhanced the social status of participants within their respective communities;
- All radio station managers interviewed felt that they have a role in the peace process; a broad network of youth and radio stations was established throughout the whole Aceh Special Province;
- Listeners of Geunderang Damee generally learned to address conflict issues in a productive way, analyzing causes of conflict and misperceptions that can lead to conflict;
- Acehese decision makers discussed the issues raised by AYRP and appreciated Aceh Youth View Reports as an innovative and productive exercise, and;
- Some radio stations broadcast the programmes more than once a week and others have continued broadcasting the programme even after the end of the project.

The program encountered several challenges:

- lack of resources for transportation, logistics, implementation, monitoring and evaluation
- stronger partnership with community radio needed
- stronger analysis of data collected required
- capacity of team members needs to be enhanced

Recommendations

- Include song requests in future programming.
- Broadcast the talk shows on all partner radio stations.
- The presentation style of the Aceh Youth View Reports should be reviewed.
- Provide more workshops and trainings to project participants.
- Provide trainings on facilitation and mediation skills for participants so that they can undertake community work within the networks created by the program.
- Recruit an experienced programme officer with strong programme coordination and conflict transformation skills.
- Forge stronger linkages with youth groups beyond media, in a youth congress or forum.
- Conduct a further assessment within target communities to assess what kind of future activities would be useful to build upon the networks created.

## TABLE OF CONTENTS

1	Evaluation Scope and Methodology .....	4
1.1	Evaluation Framework: Assessing Impact and Effectiveness of a Peacebuilding Project .....	8
2	Project Background .....	9
2.1	Situation in Aceh after the conflict.....	9
2.2	Goal and objectives of the project .....	100
3	Evaluation Framework: Assessing Impact and Effectiveness of AYRP .....	111
3.1	Personal Transformation .....	123
3.2	Relational Transformation .....	16
3.3	Structural Transformation.....	16
3.4	Cultural Transformation.....	17
4	Successful Elements of the Program .....	20
4.1	Establishment of the Network.....	20
4.2	Production and Broadcast of the Programs.....	21
4.3	Aceh Youth View Reports .....	24
5	Areas for Improvement .....	26
6	Recommendations .....	27

### Annexes

- I. AYRP: Evaluation Framework
- II. Survey Demographic
- III. AYRP: List of Outputs
- IV. Interviews with Decision Makers
- V. Participants and Radio Station Managers Interviewed

# 1 Evaluation Scope and Methodology

This document was developed in order to evaluate the relevance, effectiveness and results of the Aceh Youth Radio Project, funded by DFID, administered by the World Bank and implemented by Search for Common Ground Indonesia. The evaluation is meant to inform development stakeholders, as well as staff working on the programme, about what has been achieved through the pilot project, the strengths and weaknesses of the methodologies used, and how to move forward.

Aceh is undergoing a complex process of political and social transition currently underscored by the local elections. Radio has been identified by SFCG and the World Bank as a means to promote youth involvement in the peace process and bring youth issues to the attention of decision makers. Within this framework, it is important to identify the relevance of the project and its specific contribution in terms of developing skills of radio journalists, and in promoting the role of journalists as agents of social change. The purpose of the evaluation is multi-fold:

1. To assess the relevance of the project; was the AYRP a valuable means for fostering peace in Aceh?
2. To assess the effectiveness of the project (i.e., the extent to which the project's stated objectives were being achieved). The evaluation covered the entire process of technical production chains, starting with topics, production, broadcasting, and including feedback dissemination to stakeholders involved in the peace process in Aceh.
3. To assess the impact of the project
4. To determine whether the project facilitated the useful exploration/discussion of issues of concern amongst youth and policymakers
5. To provide recommendations for suitable programmes, in line with the needs on the ground, that enhance youth involvement in promoting peace in Aceh

## **Methodology**

The evaluation aims to assess the knowledge of participants, as well as changes in attitudes, behaviours and relationships, which were fostered by the project. The methodology of the evaluation can be defined by the acronym KARB, which stands for knowledge, attitudes, relationships and behaviours. Five key questions were addressed:

- Has the project increased knowledge among participants and listeners?
- Has the project transformed youth attitudes towards cooperative approaches?
- Has the project created relationships across dividing lines?
- Has the project positively transformed youth behaviour?
- Has the project brought youth issues to the attention of local decision makers?

The relational aspect is one of the most important, and at the same time, underestimated issue of a peacebuilding process. Search for Common Ground considers it to be one of the key points for social transformation. One of the major goals of the organisation is to bring people together from across dividing lines to overcome cultural stereotypes and help them work together on common interests.

SFCG's experience in conflict areas around the globe has shown that the relational process is the fundamental basis of a sound and effective project. For this reason the method known as KAB, Knowledge – Attitudes – Behaviours, used to undertake social research and assessments should also include Relationships for assessing conflict transformation achievements. Even when the process of creating relationships does not provide tangible outputs/outcome immediately, it should be analyzed at every stage of the evaluation. The



evaluation starts with the assumption that, as a pilot project, AYRP should have prioritized the relational aspect, instead of focusing solely on donor requirements.

### **Sources of Information**

This evaluation relies on two sources of information – primary and secondary. Primary information has been collected through interviews, Focus Group Discussions, and an informal Listeners’ Survey. Secondary information consists of studies undertaken by other agencies such as the World Bank, previous assessments made by SFCG, and a content analysis conducted by a local media expert on all episodes of Geunderang Damee Air Magazine and Geunderang Damee Talk Show.

**Listenership Survey-** The evaluators developed an informal Listenership Survey, which was conducted during the evaluation period with the help of SFCG staff in Aceh (see Annex II for survey demographic). It was conducted in six working districts affected by the conflict: Banda Aceh, Langsa, Takengon, Blang Pidie, Bireun, and Lhokseumawe. A total of 434 questionnaires were administered by SFCG Aceh staff. Data was disaggregated according to gender, age and location. The findings of the survey are discussed at length in the chapter dedicated to evaluating the relevance of the project. These findings are compared with focus group discussion findings in the chapter dedicated to the personal transformation of listeners. Table 1 summarizes the number of questionnaires collected, including geographical distribution, gender and age breakdown.

<b>Table 1: Listenership Survey Demographic</b>						
<b>District</b>	<b>Number of samples</b>	<b>Males</b>	<b>Females</b>	<b>Children up to 18</b>	<b>Youth from 18 to 25</b>	<b>Adults above 26</b>
Langsa	76	38	38	13	54	9
Banda Aceh	75	40	35	12	44	19
Bireun	50	25	25	6	33	10
Takengon	78	34	44	6	53	18
Lhokseumawe	75	45	30	8	32	32
Blang Pidie	80	30	50	34	38	6
<b>Total</b>	<b>434</b>	<b>212</b>	<b>222</b>	<b>79</b>	<b>254</b>	<b>94</b>
<b>Percentage</b>		<b>48,85%</b>	<b>51,15%</b>	<b>18,20%</b>	<b>58,53%</b>	<b>21,66%</b>

### **Limitations**

Because SFCG staff were closely involved in the data collection process, biases may account for vast fluctuations and/or discrepancies in purported listenership. Although the sample size of respondents is small in comparison to the population of Banda Aceh, SFCG has tried to reach a broadly representative sample of youth from the target districts. Constraints on time, logistics and resources prevented the evaluation team from broadening the scope of survey analysis. It also should be noted that the methodology used is non-scientific, relying heavily on field staff social networks, accessed and facilitated by SFCG project staff in Banda Aceh. SFCG staff, in concert with local SFCG producers, have cultivated substantial networks of listeners throughout the province who regularly listen to the radio programmes. The tools used to gather data are works in progress, and the AYRP project served as valuable proving ground for field testing of various M&E instruments.

**Interviews with Team Leaders–** The evaluators conducted interviews with the three SFCG team leaders of the AYRP: Andre Taufan, Dede Riyadi and Alfin Iskandar. These interviews aimed at assessing the leaders’ capabilities and vision of the program.

**Interviews with Radio Presenters and Youth Reporters –** The evaluators conducted 19 separate interviews with radio presenters and youth reporters across Aceh (see Annex III for names, roles and participating radio stations). Not all programme participants took part in the trainings facilitated by SFCG, but all of them were

involved in the production and broadcast of AYRP radio programmes. Table 2 summarizes the number of interviews conducted, including their geographical distribution and gender breakdown.

District	Number of Interviews	Males	Females
Langsa	3	3	0
Banda Aceh	2		2
Bireun	2	1	1
Takengon	2	1	1
Lhokseumawe	3	2	1
Aceh Tamiang	1	1	0
Sigli	1	1	0
Blang Pidie	2	1	1
<b>Total</b>	<b>16</b>	<b>10</b>	<b>6</b>
<b>Percentage</b>		<b>62,50%</b>	<b>37,50%</b>

Radio Station	Location	Number
Birama FM	Aceh Tamiang	1
AS FM	Sigli	1
Gipsi FM	Langsa	1
Amanda FM	Takengon	1
Dalka FM	Meulaboh	1
Fatali FM	Blang Pidie	1
Andyta FM	Bireun	1
Adyemaja FM	Lhokseumawe	1
Flamboyant FM	Banda Aceh	1
Cindy FM	Langsa	1
<b>Total</b>		<b>10</b>

**Interviews with Radio Station Managers** – The evaluators conducted 10 interviews with station managers of local commercial radio stations (see annex III for names and participating radio stations). All station managers interviewed broadcast GDAM, while only six broadcast both GDAM and GDTs. Table 3 summarizes the number of interviews conducted, including geographical distribution and radio stations involved.

**Interviews with Decision Makers** – The evaluators conducted 6 interviews with Acehnese decision makers (see Annex IV for names and participating organizations). All Acehnese decision makers were present at the final youth view report presentation, and were chosen from a wide variety of backgrounds, including representatives from the Badan Reintegrasi-Damai Aceh (BRA), political parties, local police and the Independent Electoral Commission. The aim of the interviews was to get their opinions about the presentation as well as recommendations for further development of the project.

**Focus Group Discussions** - The evaluators and SFCG Aceh staff conducted six focus group discussions with GDAM and GDTs listeners. A total number of 63 persons participated. Participants were mainly youth chosen randomly from the pool of listenership survey respondents. The aim of these discussion groups was to assess listeners' knowledge as well as attitudes and perceptions of post-conflict in Aceh. Table 5 summarizes the number of FGDs conducted, including their geographical distribution and gender breakdown.

District	Number of FGD	Participants	Males	Females
Langsa	1	10	6	4
Banda Aceh	1	10	6	4
Bireun	1	10	6	4
Lhokseumawe	1	10	5	5
Takengon	1	12	7	5
Blang Pidie	1	11	6	5
<b>Total</b>	<b>6</b>	<b>63</b>	<b>36</b>	<b>27</b>
<b>Percentage</b>			<b>57%</b>	<b>43%</b>

**Content Analysis** – A local media expert and evaluator conducted a review of all 24 episodes of GDAM and of all 24 episodes of GDTS. The media expert evaluated each episode against the AYRP evaluation framework developed by the independent evaluator (see Annex I). The content analysis is based purely on qualitative considerations.

**Direct Observation** - The independent evaluator directly observed the presentation of the Aceh Youth View Report given at the Aceh Peace Resource Center (APRC) office on February 4, 2009, with the following intentions:

- To evaluate the involvement of stakeholders and decision makers during the presentation
- To assess how the AYRP presented youth issues to Acehnese Decision Makers
- To evaluate whether the presentation created a broad and inclusive discussion among all stakeholders

**Other sources** – The evaluators relied on a number of available documents and reports:

- Three Aceh Youth View Reports<sup>1</sup>
- The World Bank study: “Media Mapping, Understanding Communication Environment in Aceh”<sup>2</sup>
- Programmatic Reflections and Recommendations, Aceh’s Conflict Assessment, SFCG Indonesia<sup>3</sup>
- Aceh: Post Conflict Complications, International Crisis Group<sup>4</sup>

### **Means of Analysis**

In order to provide as accurate an evaluation as possible, the independent evaluator developed the AYRP evaluation framework (see annex I) and identified a number of key questions for the survey. This informed the collection of information and data, as well as the analysis. Conclusions about impact and effectiveness of the programme have been drawn from a combination of both qualitative and quantitative data, and compared with the model of social transformation (see chapter 1.1).

## **1.1 Evaluation Framework: Assessing Impact and Effectiveness of a Peacebuilding Project**

Evaluating the impact of peacebuilding actions is often a major challenge due to the complexity of the factors that contribute to peace. Looking only at results and log frames risks reducing evaluations to only the most immediate effects of the action. For these reasons, the impact and effectiveness of the programme will be evaluated against the model of social transformation. The model consists of four layers of positive transformation. It can be used to assess social changes which happen at every level of the society, and it is a useful tool to assess the outcomes of the project and its real impact on target communities.

The aim of any peacebuilding process should be broader social transformation, which brings people with different backgrounds together to solve conflict through cooperative solutions.

---

<sup>1</sup> Aceh Youth View Report, English Version – Brian Hanley and Dylan Fagan – September 2008; AYV Report # 2, English Version – Brian Hanley and Dylan Fagan – December 2008; AYV Report # 3, English Version – Brian Hanley and Dylan Fagan - February 2009.

<sup>2</sup> Media Mapping, Understanding Communication Environment in Aceh – Johanne Sharpe, Imogene Wall – Indonesian Social Development Paper N°9 – April 2007

<sup>3</sup> Programmatic Reflections and Recommendations, Aceh’s Conflict Assessment, SFCG Indonesia – Michael Shipler (Director of Programmes, SFCG Nepal).

<sup>4</sup> Aceh: Post Conflict Complications – Asia Report N°139 – 4 October 2007 – International Crisis Group

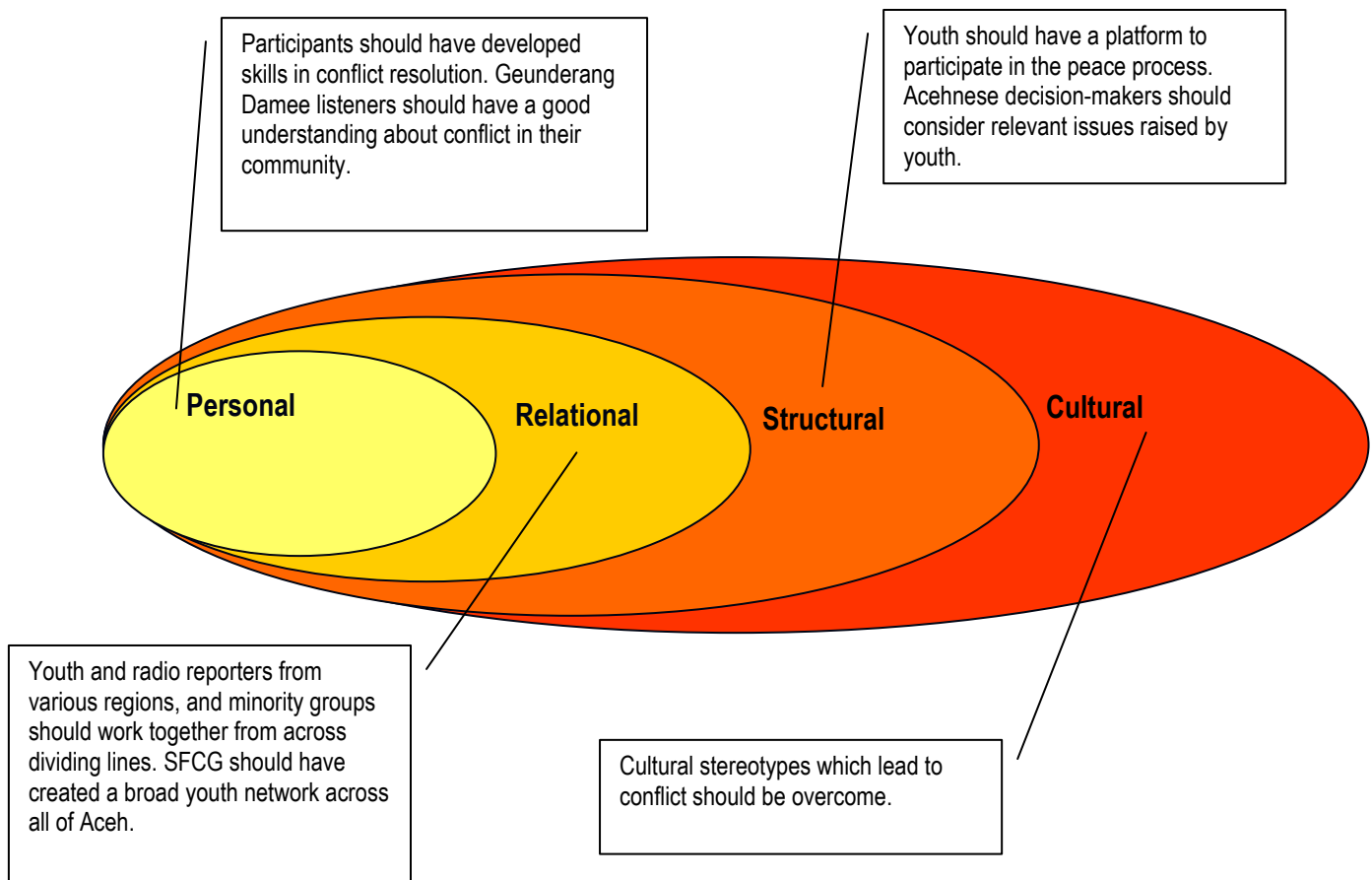
Transformation should embrace four interconnected levels in order to have a real impact on peace:

- Personal: Individuals develop skills of conflict resolution as well as a positive and participatory attitude toward the peace process.
- Relational: Linkages are created across real or perceived dividing lines. People work together from across dividing lines.
- Structural: Potential spoilers become facilitators. Spaces and platforms for groups at risk are created, enabling them to participate in the peace process.
- Cultural: Stereotypes and stigmatization which lead to conflict are overcome.

In the case of the AYRP project, there are four levels of transformation examined:

- Personal: Youth reporters and radio producers should have developed skills in conflict resolution. Geunderang Damee listeners should have a good understanding of conflict in their communities.
- Relational: Youth and radio reporters from various regions, and minority groups, should work together from across dividing lines. SFCG should have created a broad youth network across all of Aceh.
- Structural: Youth should have a platform to participate in the peace process. Acehnese decision-makers should consider relevant issues raised by youth.
- Cultural: Cultural stereotypes which lead to conflict should be addressed and overcome.

*The model of social transformation applied to the AYRP:*



**Graph 1**

## 2 Project Background

### 2.1 Situation in Aceh after the conflict

In August 2005, the Government of Indonesia and the Free Aceh Movement (GAM) signed a historic Memorandum of Understanding (MoU) in Nanggroe Aceh Darussaalam (NAD), effectively ending three decades of fighting. On December 26, 2004, only four months after peace was secured, a tsunami devastated much of Aceh and took the lives of more than 160,000 people. It proved to be a critical time for the transition to peace.

Three years on, the peace process is entering a critical phase as the ailing governor Irwandi Yusuf and 19 other *bupati/walikota* who won Aceh's first post-tsunami and post-conflict democratic election guide the special territory into a fresh round of general elections in April 2009. Many have expressed concerns about the political divisiveness leading up to these elections, and violence has once again reared its ugly head in Aceh. Other challenges remain, including regaining the people's trust and dealing with disappointment related to the governance processes of the last few years, particularly issues of corruption. The central government's commitment to the MoU and the Law on Governing Aceh (LOGA) are being carefully observed, particularly as it relates to reintegration and reconstruction programs, reconciliation processes, management of natural resources, and improvement of living conditions.

Poverty in Aceh remains significantly higher than in the rest of Indonesia, and a large number of the Acehnese remain vulnerable, which reinforces the need for continued support after the tsunami reconstruction boom ends. In terms of reconstruction and reintegration programs, complex issues remain. The psychological and economic pressures of the catastrophic loss of loved ones, property and income wrought by the tsunami, on top of decades of conflict, have been compounded by jealousies, disappointment and disillusionment over the reconstruction and recovery processes. This has led to a rise in crime and violence at the communal level, with groups of ex-combatants like the Aceh Transition Committee (*Komite Pemulihan Aceh*, KPA) exercising intimidation and violence. Programs to provide assistance for ex-GAM and victims of conflict run similar risks, and while so far it seems most Acehnese are prepared to forgive (or at least put aside) wrongdoings for the sake of peace, there is still potential for community tensions to emerge in the long-term.

For Acehnese to achieve a sustainable and peaceful future, the challenges of the tsunami and the MoU must be translated into a process of wide-reaching, inclusive and broadly supported societal change. An improved security environment combined with large-scale investment and economic assistance programs have the potential to reap economic dividends, but these must be supported by a process of constructive social transformation. This transformation, however, must come about from within. Emerging from a prolonged period of violence, repression and disaster, Acehnese need space in which they can shape and discuss the way forward, to explore locally appropriate ways of healing trauma, promote community reconciliation to address contentious issues, and to voice needs and aspirations. Programming to support this transformation must be rooted in local networks, be responsive to community solutions, and be participatory.

The human toll exacted by renewed violence would be devastating, and any achievements made to date by local and international actors would be set back considerably.

## 2.2 Goal and objectives of the project

The overall *goal* of this project is to transform the way in which Acehese youth deal with conflict, away from adversarial approaches towards cooperative solutions. The project seeks to improve the development prospects of youth in Aceh through skills building, media and outreach activities, and enhanced mechanisms for collaboration. Specifically, SFCG implemented a radio program for youth, with the following *objectives*:

- Establish a platform/mechanism for youth to explore issues affecting Acehese youth, reconciliation, and conflict transformation in a constructive, solutions-oriented way;
- Enhance the capacity and sustainability of Acehese media to play a more active role in reconciliation and peacebuilding processes; and
- Increase Acehese understanding of youth issues in order to bolster mechanisms that foster greater collaboration between youth, their communities, and other relevant stakeholders.

The project was comprised of a pre-produced radio show, talk shows, and various outreach activities. On the basis of these activities, the project team was able to generate Youth View Reports, which were shared with relevant stakeholders in Aceh. The pre-produced youth radio show, *Geunderang Damee* ("The Drums of Peace"), consisted of 24 episodes, and was broadcast on 12 commercial radio stations in 9 districts throughout Aceh Province. The pre-produced show was followed by a live, 30-minute interactive talk show, which was aired on six commercial radio stations, and facilitated by youth radio presenters that were trained by SFCG.

The SFCG team conducted outreach activities throughout the province where *Geunderang Damee* was broadcast:

- *Buka Puasa Bersama* ("Breaking the Fast Together") events were organised during the month of Ramadan, during which SFCG staff convened youth, listened to *Geunderang Damee*, and discussed the show, as well as the peace process in Aceh.
- *Minum Kopi Bareng* ("Drink Coffee Together") events, brought youths together to speak about their observations of the current social climate of their districts, in a relax environment. SFCG Team Leaders facilitated MKBs in the nine target districts where *Geunderang Damee* was being aired.
- *Forum Geunderang Damee* (or Focus Group Discussions, FGDs) events brought youths together at coffee shops and cafes from the nine target districts to speak about the political campaign process in Aceh, as the 2009 elections drew closer. At each event, SFCG staff members administered a simple questionnaire to participants, conducted *Geunderang Damee* listening quizzes, answered questions about the peace process, and led discussions about youth concerns in Aceh. All events were also used as opportunities to promote the radio programs, providing stickers, posters, tee shirts and other promotional items to youth participants.

Three youth view reports were compiled over the course of the program, which were presented to a small number of stakeholders in Banda Aceh. These reports were largely based on SMS responses, listener questionnaires, and outreach activities (particularly FGDs) held at partner radio stations throughout the province. These reports and their presentation provided the Aceh Reintegration and Peace Board (BRA) and other prominent decision-makers with valuable insight and information about the needs of youth, which they can consider in developing Aceh's social reintegration and peace building strategies.

Through these activities, the project was designed to achieve the following results: youth have improved conflict transformation skills, critical thinking, and knowledge on issues related to youth development in Aceh; trained youth produce and manage conflict-sensitive community radio programs that advance youth issues, and; radio magazines and talk shows that offer positive messages of youth empowerment and conflict resolution. The program also intended to foster collaboration and dialogue amongst different youth groups,

bringing them together through media. In addition, the program aimed to increase knowledge among civil society organizations (CSOs), government officials and citizens, leading to changes in perceptions, attitudes, and behaviour as participants act upon what they have learned.

The program also aimed to improve operational and technical capabilities for more than 10 Acehese commercial radio stations (in radio production).<sup>5</sup> It sought to expand linkages among youth organizations and the media, as well as public and private sector institutions, by enhancing radio as a medium for communication across nine districts. Another anticipated result was increased knowledge of conflict transformation and peace-building among participating commercial radio staff and youth leaders, to help renew a culture of community participation in development in Nanggröe Aceh Darussalam. Another key aim of the project was to provide the Aceh Reintegration Board (BRA) and other prominent decision-makers information about the needs of youth, which they can consider in developing Aceh's social reintegration and peace building strategies.

### **3 Evaluation Framework: Assessing Impact and Effectiveness of AYRP**

AYRP was able to achieve outcomes at every level of social transformation. The biggest changes happened at the personal and relational level. There are also positive indications that reflect change at the structural level and cultural levels.

#### Major Findings

##### *Personal*

- AYRP has brought substantial changes to the life of participants, here defined as team leaders, youth reporters and radio presenters. Most noted an improvement in their status within their respective communities after joining SFCG, and they now feel that they have a role in the peace-building process. Evaluators found many success stories of positive transformation which are further described in the personal transformation chapter.
- Geunderang Damee listeners' levels of understanding of issues affecting Acehese society has improved, helping advance a productive dialogue. Most of them feel that false perceptions and miscommunications exacerbate tensions which can be blown out of proportion. However, some listeners still exhibit negative attitudes or apportion blame, which is unproductive in terms of reaching common ground, and could lead to negative behaviour.

##### *Relational*

- AYRP established broad networks among different communities across Aceh. Team Leaders were found to be fundamental in establishing these networks.
- The social status of the vast majority of AYRP participants (team leaders, youth reporters and presenters) has improved since joining the project. Their friends, family, and colleagues now see them as professional journalists, and think that they have good knowledge of the conflict and post-conflict Aceh. As such, AYRP project participants are more frequently engaged in community discussions

---

<sup>5</sup> SFCG worked with the following commercial radio stations: Flamboyan FM (Banda Aceh, Aceh Besar), Gipsi FM (Aceh Timur), Amanda FM (Bener Meriah, Aceh Tengah), Fatali FM (Aceh Barat Daya), Andyta FM (Bireun), Adyemaja (Aceh Utara), Djati FM (Banda Aceh), Birama FM (Aceh Tamiang), Istiqomah (Aceh Utara), Cindi FM (Aceh Timur), Dalka FM (Aceh Barat), and Telangke FM (Gayo Luwes)..

than before, and their opinions are highly respected by their peers. Moreover, their friends rely on them to represent their opinions and concerns about society.

- The choice of content and stories that talk about differences within Aceh's society helped in creating networks among youth of different backgrounds and ethnicities. Fauzan, a youth reporter from Bireun, explained how he contacted the leader of the local Chinese community and invited him to speak at the talk show. He considered this a crucial moment because his friends openly recognised the Chinese as part of the Bireun community.

### *Structural*

- The Aceh Youth View Reports are an innovative platform for expressing the views of Acehnese youth. All decision makers interviewed found them to be useful, and appreciated their value as a new path to understanding.
- Decision makers discussed issues raised by youth with their colleagues after the meeting. All of those interviewed said that they would come to future meetings that highlight youth and peacebuilding issues, such as the Youth View Report presentations.
- The presentation style should be changed in order to be more effective. Most of the decision makers interviewed asked for a clearer agenda with main points supported by statistical data.

### *Cultural*

- The evaluators found that, in general, the team leaders, reporter and radio presenters were capable of resolving issues of stereotyping or generalizations that emerged in field reporting, from phone-ins to the interactive talk shows, as well as via incoming SMS, received at the AYRP office in Banda Aceh.
- Overall, radio presentations, reporting packages, and interviews were delivered in a manner that would diminish cultural prejudices on the topics related to peace building and development in Aceh. In addition, based the broadcast record, all radio outputs adhered to local customs.

## **3.1 Personal Transformation**

Personal transformation of key individuals is the first step to be undertaken towards positively changing a conflict environment. Starting from this assumption, a substantial part of this evaluation is dedicated to understanding and analyzing the role of the AYRP in changing behaviours and attitudes, developing youth personality, as well as increasing knowledge of people involved in the program.

The evaluation of personal transformation of participants is based on the findings from 19 interviews. The personal growth of participants was illuminated through key informant interviews, which were divided into three main sections: most significant changes, working experience, and understanding of SFCG's vision. The evaluation of personal transformation of listeners is based on informal listener surveys and Focus Group Discussions (FGDs).



### 3.1.1 Personal Transformation of Participants

In order to get a more complete picture of participants' potential as a peace-builders, the evaluation of personal growth was divided in three categories: changes, knowledge, and understanding of SFCG's vision.

#### Changes

Questions related to personal changes took inspiration from an approach known as Most Significant Change (MSC). Participants were asked what about their lives before joining AYRP and what has changed since joining AYRP. This gave the evaluation team the opportunity to learn more about their personal stories, and showed how working with SFCG on the AYRP has affected their lives.

Interviews focused on positive changes that have occurred in participant's lives. The vast majority of participants felt that their role in society changed/improved as a result of working with SFCG. All respondents believed that they have improved their professional skills, and most considered this to be a huge achievement.

Main questions asked during interviews:

- What was your role in society before joining SFCG; what was your job before AYRP?
- Why did you join SFCG?
- How did the work compare with your expectations?
- What is the most significant change that happened to you after joining SFCG?

Most of the participants had a media background and worked as radio presenters or radio journalists before joining the AYRP. For some of them, it was their first job, joining SFCG as students. In these cases, participants were very enthusiastic for the opportunity, and felt that the AYRP represented a major change in their lives. For them, the experience marks a sort of passage from adolescence to adulthood.

Generally job expectations of youth reporters were met, with a very low degree of criticism, and all were happy with their work. One youth reporter complained about not being more involved in the writing of the scripts for the stories.

The project has definitively enhanced the status of participants within their communities. Generally most of them mentioned that their work with SFCG improved their relationship with the rest of society. The working experience also helped to develop leadership skills among the youth participants. All of them felt that they have a greater command of the language of journalism, and some of them feel more comfortable taking the lead in radio production.

Box 1: Personal Story: Dedi Maulana from Lhokseumawe

*Dedi is a radio presenter working for the Geunderang Damee Talk Show. Before joining AYRP, he sold cigarettes at the market and was not well respected by his peers because of his job. After joining AYRP his reputation completely changed, and his family and friends are now extremely proud of him.*

*He started a new career as a radio presenter. At the beginning he found many difficulties in running the programme. He was not used to being in the limelight or driving discussion. He learned many media techniques with the support of the team leaders and trainings provided by SFCG. He often went to Banda Aceh to be involved in the production of the show, and to exchange ideas about the programme.*

*He considers the talk shows he hosted to be major achievements, and stated that the dialogue was consistently constructive and solutions-oriented.*

*He feels he has an important role and responsibility to deliver reliable information to his community, which leads to positive change. He continues to look for ways to promote common ground, and when his friends ask him for suggestions for solving problems he usually answers: "Listen to Geunderang Damee!"*

Box 2: Personal story, Fauzan from Bireun

*Fauzan is a youth reporter working for Geunderang Damee Air Magazine. Before joining AYRP he was considered a "bad boy" because he used to race motorcycles. After joining AYRP he changed his behaviour and started working as a journalist. He started to get in touch with different sectors of his community interviewing and discussing about Geunderang Damee topics. His friends are proud of his work and he now socialises with everybody.*

The most significant change in terms of developing youth as leaders is the experience of the three team leaders. When greater responsibility was required of them, they responded in a very positive and mature way, leading the programme very effectively. They all feel that the biggest change occurred when they were asked to continue working without the support of a field programme officer. From that point on they really took the lead and carried the implementation of the project.

*Box 3: Personal story, Tanita Vauzalia from Lhokseumawe*

*Tanita is a youth reporter working for Geunderang Damee Air Magazine. She was a university student before joining AYRP. She joined SFCG because she wanted to be a professional journalist. She didn't have any special role within the community before. Now she is recognized as a strong interviewer, and is often asked to be interviewed herself. She would like to mobilize her community for peace building purposes, but doesn't yet feel she has the skills to do it. Her friends always involve her in activities, and they often ask her to be a spokesperson for official occasions.*

### **Knowledge and Working Experience**

Absent monitoring sheets or reports about trainings, the evaluation team simply asked participants to reflect on their working experience and what they learned during the trainings and implementing phase. Main questions related to their knowledge were:

- Can you describe your tasks as youth reporter/radio presenter?
- Do you feel like have you learned something during production and broadcasting of the GD shows?
- What type of media techniques did you learn from working with SFCG?
- What techniques do you find most useful and what would you most like to improve?
- How do you prepare your work?
- Are you using techniques learned from SFCG for another job?

### **Major Findings**

- All participants believed that they have improved their communication skills, especially how to present issues in a clear and interesting manner. They all found themselves more creative in accomplishing their tasks. Their overall communication skills improved significantly. Most of them mentioned a better command of journalistic language as a major achievement. They also felt that they have learned how to deal with conflict issues, and their understanding of the dynamics of Acehese society increased.
- Finding key informants within their communities was the biggest challenge identified by participants. Since participants are all youth it was important to assess whether they work in a methodical way, and organise their tasks and duties in a productive manner. The evaluation team asked them to explain how they prepare their work, and reached the conclusion that 75% of participants regularly make work plans to help accomplish their duties.
- Several participants did not attend the training because they joined the project team after the trainings were conducted. Team leaders were able to mitigate this challenge by hiring personnel with previous radio and journalistic experience. The evaluation team found the technical competencies of reporters to be quite high. However, as analyzed below, many participants had only a partial idea of SFCG's vision acquired mostly from their relationships with team leaders.

**Team Leaders** - Team leaders were all media professionals in different fields of media production before joining SFCG. When the field programme officer left the project, they took the lead in implementing the project. Their responsibilities increased dramatically, and their management skills also improved significantly. They learned a great deal about the different realities of Aceh while performing their jobs, and worked to create an effective exchange amongst participants from all over Aceh.

**Radio Presenters** - Almost all youth presenters who attended the training found it to be useful. There was some variance in the degree of technical knowledge among participants. Some had no media or journalistic knowledge before joining SFCG, and encountered many initial difficulties in facilitating the talk shows. All tried to facilitate positive dialogues, neutralising extreme positions, and driving discussions toward constructive

paths. All presenters felt that they learned many new communication skills. All considered the talk shows to be major personal and professional achievements.

**Youth Reporters** – Several of the youth reporters did not attend the training. Those who joined late already possessed media competencies that enabled them to deliver quality radio segments. The majority of youth reporters stated that they had improved their conflict transformation skills, and now have a better understanding of Aceh.

## **Vision**

Finally, the evaluation team asked project participants to define SFCG's vision/mission. The vision/mission of SFCG is clearly defined by the organization: *"To change the way the world deals with conflict away from adversarial approaches toward cooperative solutions."*

Participants' responses were divided between "right, partially right, and wrong." Answers were considered right when participants gave a statement that mentioned the proactive aspect of conflict resolution, such as involving people in social transformation. Answers were considered partially right when they identified SFCG as an organisation but failed to mention the importance of involving people in social transformation. Answers were considered wrong when they addressed themes far from the overall mission/vision of SFCG.

### **Major Findings:**

- Not all participants have a clear understanding of SFCG's vision and some of them confused it with providing access to information. Only 63% gave right answers. The remaining 37% were mainly those who did not attend the trainings.
- The three team leaders have a clear idea of SFCG's vision. It is important that those who lead the program are well aware of the organization's vision/mission.

Only one person gave a definition completely wrong, while a strong majority correctly identified SFCG's vision as fostering peace through the involvement of youth and working within the community. A third of participants still had only a vague idea of the vision. It should be noted that definitions considered partially right matched the objectives of the AYRP pilot project. A deeper understanding of the vision would seem to be required for future programming. In light of this, it is recommended that all participants attend all trainings and workshops in order to ensure that participants work toward fulfilling SFCG's vision/mission.

### **3.1.2 Personal Transformation of Listeners**

Personal transformation of listeners is based on data from 434 listener surveys and six Focus Group Discussions (FGDs), comprised of 63 listeners across six districts. Team leaders were trained to lead FGDs towards constructive discussions. Discussions that unravel misperceptions are considered positive because they analyze and address the problems and misunderstandings in a constructive manner.

82% of listeners surveyed said that they had discussed issues raised by GDAM, and 88% discussed issues raised by GDTS. Listeners surveyed had varying views on the root causes of the conflict in Aceh:

- ❖ Misperceptions between opposing groups
- ❖ Lack of accessibility to information
- ❖ Unemployment which leads to negative behaviour
- ❖ Unequal distribution of resources and unequal development throughout Aceh
- ❖ Lack of justice and social rights

Geunderang Damee listeners tended to separate positions from interests and analyse the real issues at the heart of the conflict. In the listenership surveys, a remarkably high percentage of listeners identified the root cause of the conflict as misunderstandings and misperceptions of one another. The scarce accessibility of reliable information was seen to be one of the major causes of misperceptions and stereotypes. During FGDs in Langsa and Lhokseumawe, listeners described the past conflict as a war between GAM and TNI - not between Aceh and Indonesia. Most listeners felt that false perceptions and miscommunications exacerbate tensions.

### **3.2 Relational Transformation**

In a post conflict society, differences are dividing forces. In such an environment civil society groups and political parties base their ideology on creating negative identities of opposing groups which can lead to conflict. Making people work together from across dividing lines is an effective way to overcome this kind of dynamic. Creating networks reduces the distance among people from different backgrounds and it helps to explore commonalities and shared interests.

AYRP started an innovative and very positive process for Aceh's society. Working with youth in post-conflict areas and bringing them together across dividing lines has strengthened relationships among different and vulnerable sectors of Acehnese society. It has created linkages and networks on two levels:

- 1 Within target communities bringing together people from across dividing lines
- 2 Among different communities: linking participants and radio stations across Aceh to work together on a shared objective

By virtue of the geographic scope of the project, SFCG was able to develop and cultivate a diverse network of young media professionals from all walks of life. Although Aceh remains a strongly homogenous society, there are many differences, including language, religion, ethnicity, geography (urban-rural), and more recently post-conflict/post-tsunami issues. The AYRP was able to touch on many of these issues in a way that brings people together towards a shared vision, with project participants serving as the vanguard for this relational transformation.

Although this evaluation was able to draw positive conclusions about the relational transformation caused by the AYRP, the listenership surveys, FGDs, and other anecdotal evidence left more questions than answers. The exact nature of the youth networks forged throughout the course of the project is still unclear, and their sustainability is questionable, especially in the absence of resources to continue media and outreach activities. That said, the ability of team leaders and youth reporters and presenters to mobilize and activate groups of youth, concerned with Aceh's development, is noteworthy and worthy of further exploration.

### **3.3 Structural Transformation**

Structural transformation refers to the creation of spaces or platforms for at-risk or marginalized groups to participate in the peace process. The AYRP pilot was successful in establishing a platform for youth to be heard through the pre-produced radio segments, interactive talk shows, and the preparation and presentation of Aceh Youth View Reports. The evaluation team used some core questions to determine what, if any, structural transformation had occurred in Acehnese society related to AYRP:

- Do youth have the opportunity to raise their concerns and recommendations for fostering peace within Acehnese society?
- Do decision makers use recommendations from youth when making decisions?

**GDAM and GDTs:** The media provide the most efficient means of raising awareness among the population at large—including decision-makers—on youth issues. Radio programs enable dissemination of relevant, accurate and representative information reflecting the youth point of view on issues that affect them. The media can also serve as an effective platform for positive youth role models. Production and distribution of the GDAM, and facilitation and broadcasting of the GD talk shows, amounted to the creation of one such platform that was heard across Aceh province. These initiatives “for youth, by youth, and about youth” served to empower young people in taking a leading role in advancing Aceh’s social development.

If peace means ensuring the place of young people in productive society, then providing economic and livelihood assistance is just part of the solution. Young people must also be provided with space for increased civic participation and engagement. GDAM and GDTs created that space and provided the possibility for taboos to be broken and for communities to overcome fear, violence, intimidation and injustice.

**Interviews with Decision Makers:** Six interviews with decision makers<sup>6</sup> were conducted in order to assess their opinions of the Aceh Youth View Reports and presentations. Interviews also were designed to glean what kind of presentation format is more appropriate to attract the attention of decision makers (see Annex 5 for more details). Typical interview questions included:

- What’s your opinion of the Aceh Youth View Reports; do you think they provide a vehicle for productive or provocative discussions?
- Do you consider issues raised by youth when making decisions?
- Did you like the presentation style; would you come again?
- Will you discuss the issues raised by youth with your colleagues?
- What are your recommendations and suggestions for attracting greater participation of decision makers?

**General Opinion** - Generally all persons interviewed appreciated the Youth Aceh View Reports and considered them to be positive and innovative. They considered the presentation to be constructive because it was the first time they had the possibility to discuss youth issues at the APRC.

**Presentation Style** – One respondent found the presentation less effective because of its mainly anecdotal style, and would have preferred more quantitative statistics. She would have liked to see a clearer agenda with three major points summarising youth views. Meanwhile the anecdotal style was favoured by others, who liked the presentation because it addressed the issues most important to youth, in a clear manner.

**Importance of Issues Raised by Youth** - Issues raised by youth were considered important by all decision makers interviewed. One participant from the Independent Electoral Commission felt that the election was not explored in enough detail. Another respondent liked the issues raised, and thought the meeting was too short and did not allow enough time to cover the complexity of youth problems.

**Recommendations** – Decision-makers responded very positively when asked for recommendations for further development of the program. They made many suggestions that are worth taking into consideration. The common request made by all people interviewed was to involve more stakeholders at the meeting. Several mentioned the importance of linking youth to institutions. They suggested the formation of a youth congress or forum that would organize and deliver youth inputs to institutions such as the BRA. They also suggested SFCG present their findings in Universities or publish them in newspapers.

---

<sup>6</sup> Decision Makers interviewed are: Aguswandi, politician from Partai Rakyat Aceh (PRA), officer at the APRC; Rachel Schiller, adviser to the BRA (APRC); Dadang Budiana, communication officer at the APRC; Raihan Iskandar, politician, DPRA; Mustafa officer at the Independent Electoral Commission; Muchlis Rahman officer at the Security and Intelligence Provincial Police.

### **3.4 Cultural Transformation**

In order to assess the cultural transformation the local media expert, Alif Imam, developed a content analysis after listening to all 24 episodes of both GDAM and GDS

#### **3.4.1 Geunderang Damee Air Magazine**

Content analysis was conducted by reading the Terms of Reference made by the producer, reading the broadcast scripts and listening to 12 hours and 52 minutes of audio recording. All materials analyzed have been placed into a table divided by production package in each edition: vox pop, diary, interview, and story, which in edition 1-10, is called a portrait, or feature.

General comments are given by considering four aspects of observation: accuracy, content, presentation and framing analysis. [See Table 2 – Content Summary]

The purpose of detailed observations and comments is to answer three main questions of content analysis:

- Did the program address issues related to various regions, groups and minorities of Acehese society?
- Did the radio project address stereotypes which lead to conflict?
- Did the programme deal with cultural issues in a sustainable and respectful manner?

#### ***Did the programme address issues related to various regions, groups and minorities of Acehese society?***

There were various issues addressed by *Geundeurang Damee*, particularly key issues of “young people” and “peace”. The reporting area covered almost all of Aceh province, especially in highly conflict-affected areas such as in Pidie, Central Aceh, North Aceh, East Aceh, Lhokseumawe, West Aceh and South West Aceh. Radio broadcasts covered a wide range of issues related to vulnerable or marginalized groups, such as children, women, the disabled, and other minority groups. For example, the GDAM and GDS shows tackled issues concerning the rights of children in post-conflict society, reflected on mental disturbance caused by conflict, looked closely at issues related to disabled and minority groups, as well as social problems such as dating violence and HIV/AIDS. Likewise, participants in *vox pop* segments were carefully considered to ensure an equal amount of male and female participants in order to maintain a balanced view, and to create space for myriad voices.

#### ***Did the radio project address stereotypes which lead to conflict?***

In general, the radio presenters were well prepared to deal with divisive callers, as well as in challenging stereotypes expressed as part of the incoming flow of SMS received by radio stations and at the AYRP office in Banda Aceh. In episode 5, for example, there was an SMS that complained about the absence of support for young people. In episode 10, an SMS from a young man in Blang Pidie wondered: “how can young people maintain peace if our voices are not heard?” Another question about peace was asked by a young woman in Sikabu, South West Aceh: “will peace in Aceh last forever?” Those cynical and pessimistic messages were fielded by presenters and transformed into more optimistic perspectives for discussion.

In episode 19, an SMS from a young woman in Lhokseumawe expressed disappointment over people taking advantage of the peaceful situation in Aceh to commit crimes. The announcer successfully neutralized it by saying that crime could be caused by different reasons, sometimes politically motivated, or often not. In episode 20, an SMS from a young man in South West Aceh complained of workers arriving from outside Aceh and taking jobs. The announcer commented on it positively, and tried to minimize xenophobia.

In episode 20, an SMS from a woman in Takengon commented on rising unemployment and the difficulty in finding work. The radio presenter used this as an opportunity to push for greater self-reliance, pointing out that it's not merely a case of getting out to look for a job, but also to create jobs. One statement from an announcer in episode 12 about celebrities in politics, displayed a keen sense of political awareness: "these celebrities don't even have enough experience, nor do they have political capability."

### ***Did the programme deal with cultural issues in a sustainable and respectful manner?***

Thanks in part to SFCG's training, and the Relational Transformation happening during the project life cycle, the overall presentations, reporting package, and interviews were delivered in ways that diminish cultural prejudices on the topics related to peace building and development in Aceh. For example, the *Geundeurang Damee* program disseminated information about good governance principles and corruption. Corruption in Indonesia is deeply embedded, which makes it difficult to extinguish. In episode 20 (2009 resolution: Aceh Government Corruption Free), *Geundeurang Damee* discussed good governance with youth listeners. The announcers successfully delivered the definition of good governance and gave information about the difference between government and governance. The show not only introduced good governance concepts, but it also modelled positive youth behaviour in combating corruption.

### **3.4.2 Geunderang Damee Talk Show**

The purpose of detailed observation is to answer two main questions of content analysis:

- Did the program address issues related to various regions, groups and minorities of Acehnese society?
- Did the program deal with cultural issues in sustainable and respectful manner?

### ***Did the program address issues related to various regions, groups and minorities of Acehnese society?***

The primary issues discussed during the talk shows of *Geundeurang Damee* were youth and peace. The topics discussed every week related directly to the air magazine program produced by team leaders in Banda Aceh, with support from field reporters. Follow up discussions on GDTs of themes presented on GDAM provided for in-depth discussions of the issues, but also ran the risk of repetition if the talk-show was not clearly guided or facilitated. In order to avoid repetition in the future presenters need better terms of reference and guidance in order to facilitate lively discussions. The interests of vulnerable groups (children, women, and disabled) and minorities can be heard in episodes 1, 2, 3, 9, 10, and 17 (see table 2).

### ***Did the program deal with cultural issues in sustainable and respectful manner?***

Based on random listening of the broadcast recordings, in general, broadcasters produce the show in accordance to locals' customs. In addition to covering a whole host of issues affecting Acehnese on a daily basis, radio presenters were able to discuss themes that are potentially provocative such as transsexuality and HIV/AIDS in a relaxed and nonjudgmental manner. As the elections drew closer, GDTs was a forum for open discussion about elections as a key democratic exercise, with great consequences for youth interests. It was also a great opportunity to disseminate valuable information about the election, particularly to first-time voters.

## 4 Successful Elements of the Program

### 4.1 Establishment of the Network

**The Network Among Different Communities** – Via the AYRP, SFCG was able to establish a vast network of people from different communities and backgrounds throughout Aceh. Project participants and radio managers alike all expressed appreciation for the opportunity work together as a result of the project. As a result, the network of commercial radio station seems well established. The project created linkages among radios that have never worked together before, even those stations in the same towns that may otherwise compete for market share. Station managers identified this as a positive result of the project. Ricky Sabil, a youth reporter from Lhokseumawe, said that links that he made with other youth presenters and radio stations across Aceh is the most significant change to occur in his life since joining AYRP and SFCG.

The three team leaders played a large role in developing the network among different communities. The analysis of team leaders' role is based on personal interviews and field visits:

- All team leaders came from different parts of the province, and represent different viewpoints on the conflict and Acehese society. They all have different backgrounds and ways of conceptualizing Acehese customs. The distinct identities of the three team leaders were useful in establishing relationships among various groups. They are considered “cool” guys by their peers in Acehese society and well respected in their communities.
- Team leaders considered building relationships with youth reporters and radio reporters to be a crucial aspect of their work. They preferred a personal approach with their colleagues in order to create friendships and shared experiences. They placed great value on open discussion, exploring all points of views. During personal interviews, Andre Taufan and Dede Ryadi stated that they attained great knowledge during discussions with reporters and communities from regions different to their own.
- 81% of youth reporters and radio presenters said that they regularly explored ideas with team leaders before developing the radio segments. This indicates that youth from across dividing lines worked together to produce the content of the shows.

**The Network within the Community** - Personal interviews with participants focused on the role of each reporter and presenter within the community. The aim was to see whether they had succeeded in delivering “Common Ground” messages. Identifying key persons in the community and elevating their roles is fundamental to building a solid network, which has the potential to change society in the long term. A more comprehensive study should be undertaken to gain greater understanding of what youths and other listeners think about radio presenters and youth reporters. This level of research would have given a much clearer picture of the network. Unfortunately, due to limited resources and lack of time, the evaluation team had to focus on a few self-assessment questions directed at participants. These questions were not scientific and were based on personal and subjective perceptions. Therefore the evaluation of these networks should be considered limited. Further analysis of networks within communities is recommended in further evaluations.

#### Participants' role in bridging different realities

To understand participants' standing in the community, and determine how they bridged different realities within their community, the evaluation team asked how they felt they were perceived by their friends and how they promoted discussion:

- What's your role in the community?
- How do you talk about GD with your friends?
- Do you usually discuss the issues raised by Geunderang Damee?



- Have you ever discussed particular GD topics with your friends? If so, can you give concrete examples?

From the analysis of their answers the evaluation found that their role as journalists has had a positive impact:

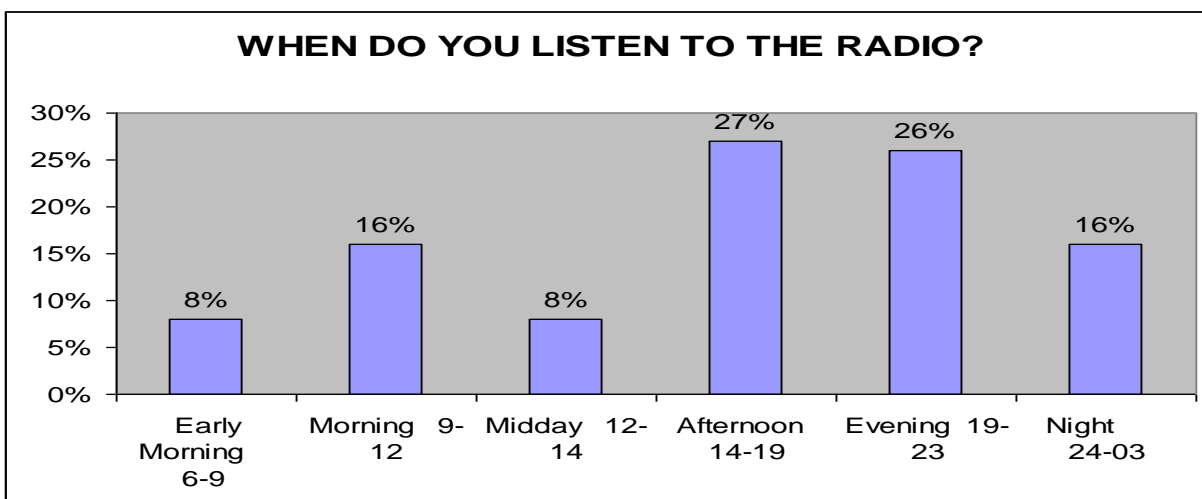
- The social standing of the vast majority of participants improved since joining SFCG. Their friends see them as professional journalists and think that they have a deep knowledge of the conflict. By virtue of this, they are often involved in discussion and their opinions are highly regarded in their communities.
- Participants usually promote dialogue in their community using radio as a platform in order to open spaces for all sectors of the society.
- All participants interviewed stated that they are used to discussing Geunderang Damee topics with their friends. They usually do it in an informal manner when they gather at the coffee shop or at school. It is significant that all friends listen to the programme, and volunteered to be key informants for the interviews.

The youth networks created by Geunderang Damee could be exploited much more for building peace if participants had more facilitation skills. Reporters and presenters successfully disseminate information and use radio as a platform to bridge different realities, but they only work within the community to find key informants or good stories to make each segment. The next step would be to upgrade their conflict transformation skills (facilitation, negotiation, mediation, etc.) in order to expand their actions in the community. A new training session focusing on their role in conflict transformation is required.

## 4.2 Production and Broadcast of the Programs

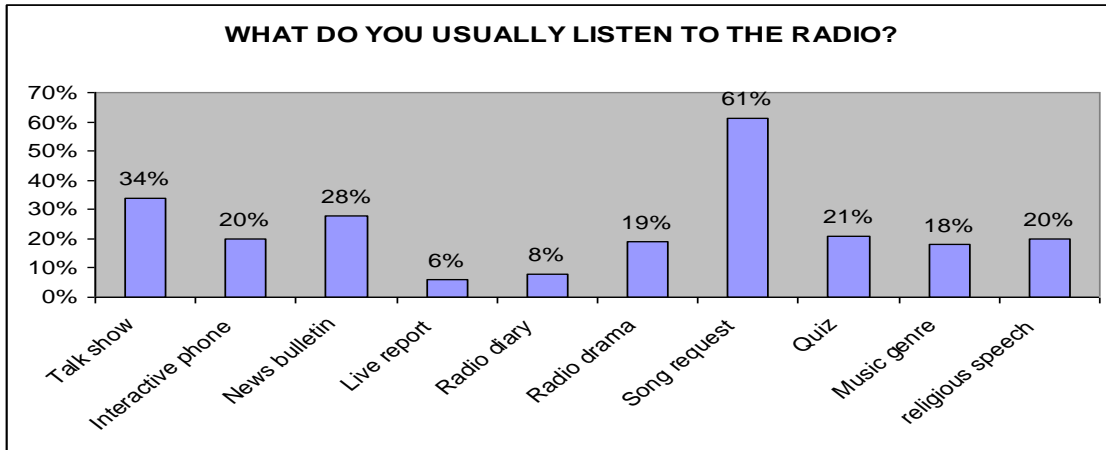
To put the AYRP into greater societal perspective, as part of the Listenership Survey conducted by the evaluation team, respondents were asked to comment on their radio listening behaviour. The answers to these questions provide invaluable information to be included in the design and implementation of future programming.

**Broadcast** - Acehnese listeners surveyed prefer to listen to the radio in the afternoon or in the evening. Therefore broadcasting time of the programme was deemed to be appropriate, and should not be changed.



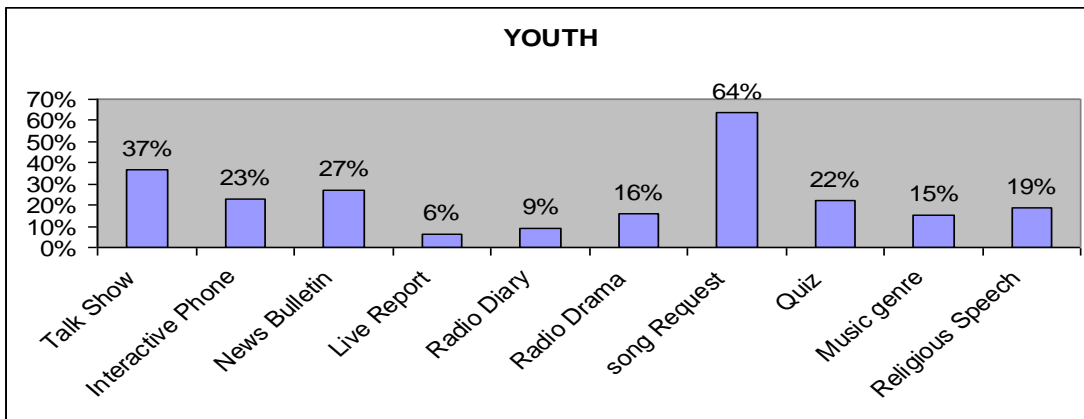
Graph 2

The vast majority, 73% of Acehnese, prefer Bahasa Indonesia as the broadcasting language, followed by Bahasa Jakarta Slang (16%) and local languages/dialects (11%). The GD Talk Show stood out as the most effective format for disseminating and discussing information. The talk show is the second most preferred radio format amongst Acehnese listeners, after song requests.



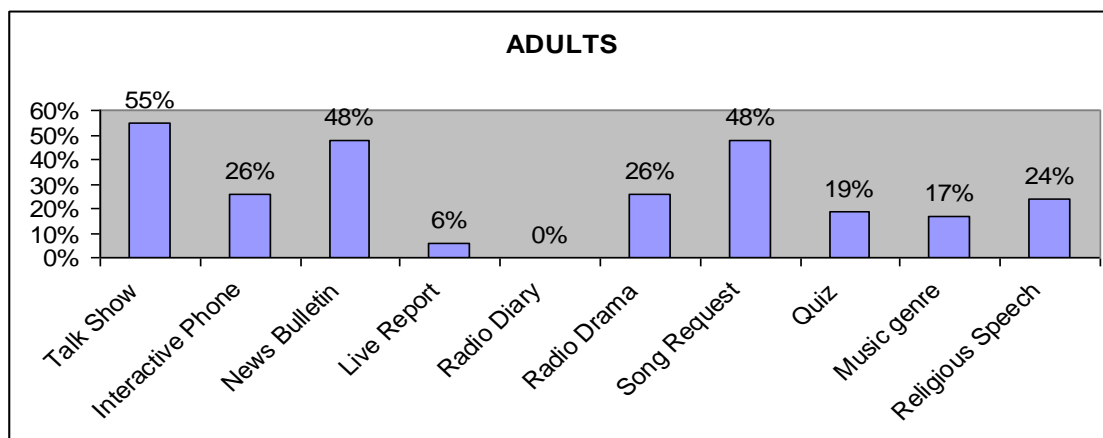
**Graph 3**

37% of youth respondents (aged 18 to 25) said they listened to the talk show.



**Graph 4**

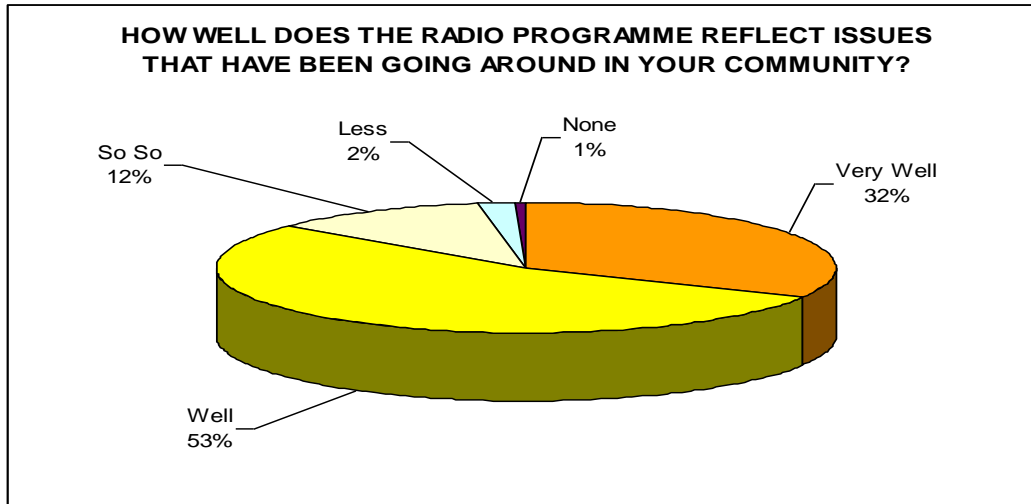
The Talk Show format was also useful in addressing topics related to the inter-generational gap, presenting youth issues to adults. It was the preferred format of adults (25 years old and above).



**Graph 5**

Unfortunately, the Geunderang Damee Talk Show was only broadcast on six radio stations. It should be broadcast by all partners in order to reach a broader audience. Youth identified song requests as their preferred radio format. The evaluation team recommends that this be taken into consideration in future development of the project.

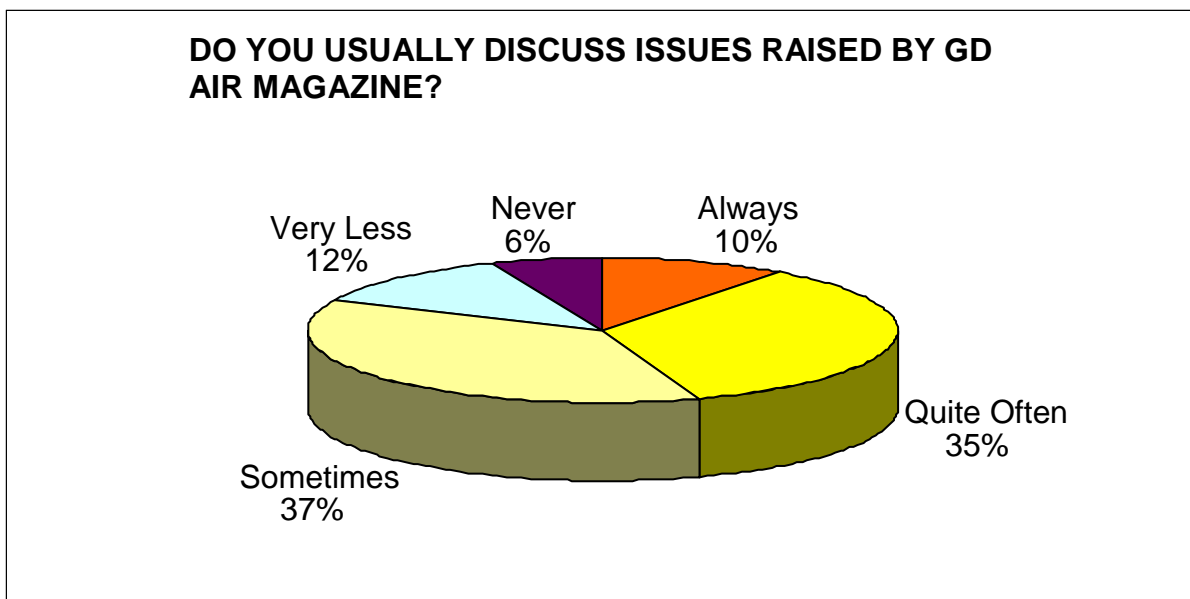
**Production** - Issues are presented in an effective manner. 85% of listeners surveyed thought that GDAM reflected issues that affect their community.



**Graph 6**

The data is even more positive among youth surveyed; 91% considered issues raised by GDAM to be relevant and well presented. Data related to the talk show was similar. In general, 85% of listeners claimed that the talk shows addressed issues related to their community. 88% of youth felt issues raised during the talk show were relevant to their community.

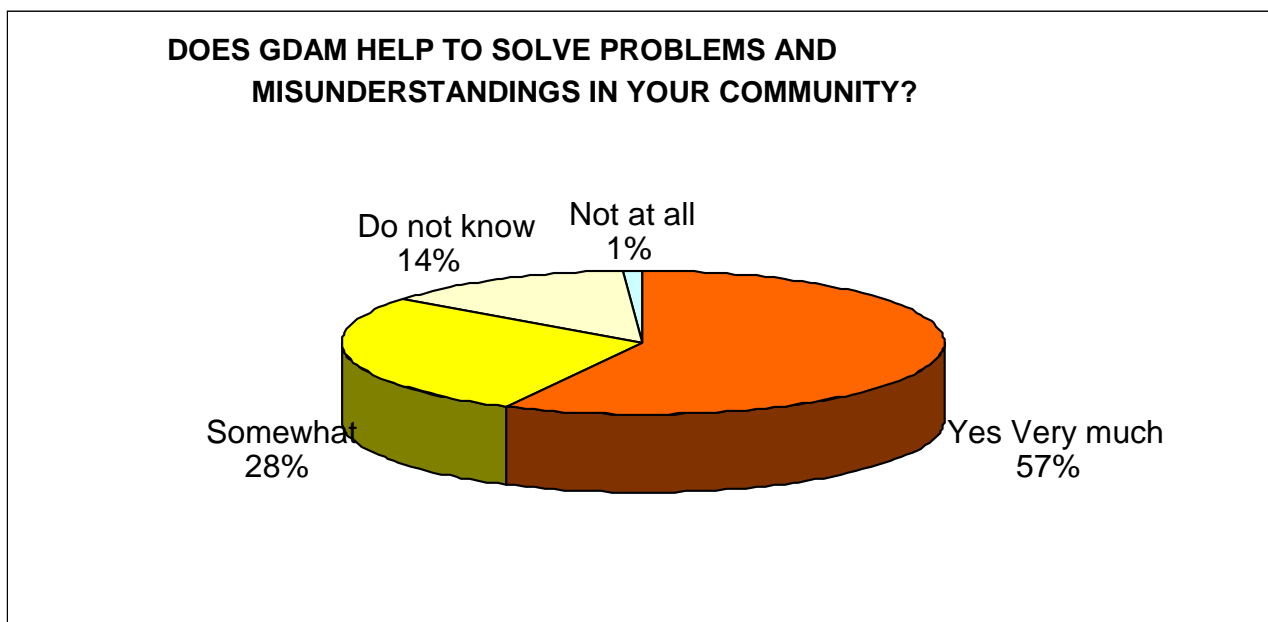
GDAM and GDTS are creating a constructive dialogue of the most sensitive issues in Acehnese society. 82% of listeners said that they discussed issues raised by GDAM and among them the 45% did so regularly. The survey revealed that the talk show was slightly more effective in addressing relevant issues. 88% of those surveyed affirmed that they discuss the topics raised after listening GDTS.



**Graph 7**

Due to its potential to effectively carry messages and disseminate information, radio should be used carefully. Youth listeners interviewed during focus group discussions in six working districts expressed their concerns about the way in which Acehese media present information. In their opinion, Acehese media often act irresponsibly in providing information to the public because they typically present only particular positions and interests. Often the media can aggravate or increase tensions instead of diminishing them. In this context the role of Geunderang Damee is extremely important, as its fundamental aim is to present issues from all viewpoints and perspectives.

Interestingly, 85% of listeners surveyed of GDAM consider the program useful in solving conflict and misunderstanding in their community.



Graph 8

### 4.3 Aceh Youth View Reports

**Introduction** - Three Aceh Youth View Reports were presented to stakeholders as an element of the AYRP programme. The meetings, conducted in Banda Aceh, provided a platform for the AYRP team to amplify the views, opinions and findings that were gathered during the substantial outreach cycle throughout Aceh. Program staff, including the three team leaders led an insightful forum for stakeholders and youth with the purpose of informing these local leaders of "Aceh Youth Views".

**Stakeholders Involvement** - Despite low turnout and poor preparation and execution by SFCG at the first two Youth View presentations, the evaluation team attended the third Youth View report presentation, and found it to be generally positive. Female and male youth journalists and radio presenters from Geunderang Damee were present at the 3rd meeting and were involved in the concluding discussion forum, which included many relevant local stakeholders. The meeting included participants from Aceh Peace Resource Center, BRA, UNORC, KIP, Polda, and IRI, amongst others.

**Issues Raised** - The overarching theme of the third AYV meeting was "Youth Views of the 2009 Election". There were four primary topics addressed during the meeting. First, the team relayed the youth's observations of the ongoing campaign and the problems that have been associated with these efforts. Second, the SFCG team recapitulated youth views about the current state and activities of the election institutions and their

disappointment with the government's inability to curb the ethical infractions committed by political campaigns. Third, the team relayed the political issues of greatest importance to the youth which have still yet to be addressed by the political leaders. Finally, the team spoke about the complex youth views regarding local parties. The youth described their affinity towards local political party visions that could potentially break down some of the barriers that usually separate politicians from common people, but felt that they were appealing to a nationalistic feeling in Aceh which is detracting from more relevant issues, such as persistent unemployment, endemic corruption and unequal development and infrastructure programs throughout the province.

**Outcomes** - The meetings also provided a platform for stakeholders, who hold influence on current and future programming for Aceh. They were presented with findings in order to better tailor their programming to incorporate youth concerns in Aceh. Aguswandi, of the BRA, substantiated this idea in a subsequent interview, calling the meeting a thematic and programmatic success, giving valuable information to those in a position to formulate further outreach to Acehnese youth. Despite overwhelming indicators about the dearth of programming targeted at Acehnese youth, Aguswandi said that SFCG's project is one of only a few projects specifically targeting youth, thus underscoring the significance of the Aceh Youth View Report meeting. The meeting provided an excellent feedback loop, ensuring that the valuable information gathered about the programme is routed back to the relevant local political decision makers.

Most participants agreed that youths have been conspicuously absent from development programming in Aceh; they must be prioritized as they will substantially shape the future of Acehnese society. The meeting was also successful in discussing social issues presented from the youth perspective. The ensuing discussion elicited a strong endorsement of both the relevance and the content of the findings. Stakeholders commiserated with the youths' apprehensions regarding peace and stability during the weeks preceding the elections. Participants lauded SFCG for its assiduous amplification of these muted voices – nearly all participants were in agreement with the youth opinion that no political party has effectively addressed their concerns. Local stakeholders felt that it was important to hear that the youth are both disturbed and apprehensive about the palpable dangerous problems surrounding the elections.

**Discussion** - During the meeting one local political stakeholder tried to portray the local political climate as more stable/peaceful than the youth had perceived. In response, a youth reporter for Geunderang Damee stood and asked for the local politician to go beyond platitudes about their concern for Aceh's peace and stability, and to make an effort to show how they are going to ensure/promote peace in Aceh. This interaction highlighted the importance of the meeting, providing a forum for youth and local stakeholders to discuss issues that are of common interest and importance.

As some participants were members of local parties, there was some concern raised about the youth's perception of local political parties as being disproportionately involved in some of the campaign destabilization activities. One participant claimed that political parties should not be lambasted for their fervent and in some cases illegal campaigning strategies that the youth bemoan because the election rules are not always clear. Other participants stressed that SFCG should continue this engagement with youths, asking questions of both youths and elders about their responsibilities for ensuring a peaceful, stable and democratic Aceh.

Moreover, the Youth View Reports and presentations succeeded in creating dialogue between youth who work for AYRP and policy makers. The challenge for future programming will be broaden participation beyond the team leaders, perhaps by utilizing Minum Kopi Bareng, FGDs, and other outreach activities to organize delegations to attend the YVR meetings. A youth congress or forum would certainly help in this regard.

## 5 Areas for Improvement

**Partnership with Community Radio** – The AYRP budget did not allocate resources for broadcasting the radio programming beyond the 12 commercial radio stations. The program didn't maximize the use of community radio networks in Aceh that would have enhanced the geographic and social scope of Geunderang Damee listenership. After consultation SFCG agreed to provide a small amount of money for airtime on a selected number of community radio stations, to be paid to the network, not to individual radio stations. The money would be spent to enhance networking, and for institutionalization of JRK-NAD. Unfortunately, SFCG relationship with JRK-NAD soured as a result of miscommunication and mismanagement by SFCG staff.<sup>7</sup> As a result the parties were unable to come to a workable solution. It is strongly recommended to repair the relationship between SFCG and JRK-NAD in order to advance fruitful collaboration.

**Format of the talk show** – The talk show format was seen to be the second most preferred format, from the survey. It has helped cultivate close relationships with local radio station by further decentralising the show into communities and empowering youth presenters to amplify youth voices. It should be broadcast by all radio partners and it should last more than 30 minutes. The 30-minute show was a limitation, as most radio presenters lamented the fact that there was not enough time to adequately cover complex issues while giving adequate time to guests, phone callers and people who sent questions or comments via SMS. The survey showed that listeners like song requests the most, and it should be incorporated into the program in order to be more attractive to young listeners.

**Capacity building of team members** – Most of the participants thoroughly enjoyed the training, gaining skills and knowledge in radio, conflict transformation and peace journalism approaches. Concluding interviews with journalists and presenters showed that they were using the skills learned during the trainings. However participants cited the need for additional sessions in more technical aspect, including sound editing and interviewing techniques. They also expressed the will to learn how to work more actively within the community. Mediation trainings would be suitable at this purpose. Unfortunately not all the participants attended the training. It is strongly recommended to undertake new sessions for those who didn't have this opportunity to learn, as well as for those looking to enhance their skills further.

**Engaging policy makers** – SFCG did not do enough to distribute and socialize Youth View Reports. A limited number of stakeholders participated in the presentations of Youth View Reports. On average, less than 20 participants attended the youth view presentations; remarkably the number increased at the final presentation that hosted 29 participants. All policy makers interviewed asked for a major involvement of political parties from the whole Aceh's political spectrum. Aceh youth view reports have been an innovative exercise, and for this reason it needs time to be cultivated in the public arena. The Youth View Report and presentations hold great potential for increasing collaboration between youth and development stakeholders in Aceh. It is imperative that SFCG engage participants from different realities of Aceh's politics in order to raise youth issues as a cross cutting interest for all political parties.

---

<sup>7</sup> AYRP Final Report – (April 1 2008 – February 28 2009) – Brian Hanley – SFCG Indonesia – Banda Aceh.

## 6 Recommendations

- The preferred listening format amongst youth is song requests. It is overwhelmingly the most popular format of 61% of Acehese listeners. The evaluators recommend including it in further programmes.
- The choice of broadcasting times for AYRP was appropriate. Acehese listen to the radio in the afternoon from 2pm-7pm (27%) or in the evening from 7pm to 11pm (26%). The evaluators recommend broadcasting during these two time slots to maximize listenership.
- The Talk Show is the second most preferred radio formats amongst Acehese listeners. It was chosen by 34% of people surveyed. It is also very useful in bringing issues raised by youth to the attention of adults. Unfortunately, the Geunderang Damee Talk Show is only broadcast by 6 radio stations. It should be broadcast by all partners in order to reach a broader audience.
- The presentation style of the Aceh Youth View Reports should be reviewed. Most decision makers interviewed asked for a clearer agenda with main points supported by statistical data.
- Some of Geunderang Damee's listeners voiced negative attitudes toward particular groups when we asked them to explain their opinions about the conflict during Focus Group Discussions. Even if they are a minority among listeners surveyed, the evaluators recommend implementing strategies to mitigate these negative attitudes.
- Some youth reporters interviewed did not attend the trainings. The evaluators recommend providing more workshops and trainings to participants in order to give them a clearer understanding of the organization's vision.
- During face-to-face and phone interviews many participants showed an interest in working within the community. They have used radio to bridge different realities of Acehese society but do not possess adequate facilitating skills. The evaluators recommend providing trainings on facilitation and mediation skills for participants so that they can undertake community work within the networks created by the program.
- Team Leaders faced many difficulties in dealing with increased responsibilities after the programme officer left. The evaluators recommend hiring a new programme officer with coordination and conflict transformation skills.
- Decision makers interviewed expressed the need to make stronger linkages with youth groups beyond media, in a youth congress or forum. It would be very useful because such thing doesn't exist in Aceh. It is strongly recommended that this possibility is pursued in future programming.
- The evaluators recommend conducting a further assessment within target communities to assess what kind of future activities would be useful to utilize build upon the networks created.