

ABSTRACT

The role of media in children's lives is increasingly significant as media develops. The importance of fulfilling children's rights in current media developments drives the need for regulations in the content and broadcasting sectors. This research aims to understand the fulfillment of children's rights in content and broadcasting regulations in Indonesia. This research uses a qualitative method with a case study approach. Data were collected through interviews with several informants. Documentation studies were also conducted on draft laws and previous research. This research resulted in various content and broadcast policies related to fulfilling children's rights. There are 18 children's rights that are fulfilled in the regulations. These rights findings are in line with the United Nations Convention on the Rights of the Child (UNCRC), which is a legal instrument for universal protection of children's rights. Most of the basic rights regulated in the regulations are child protection rights. Although content and broadcasting regulations in Indonesia have regulated children's rights, there are still shortcomings in their implementation. Children's rights are still implicitly stated so that there is no comprehensive and adequate protection. This deficiency requires efforts to strengthen regulations and increase public and government awareness through recommendations provided by this study.

Keywords: *Children Protection, Children's Rights, Content and Broadcasting Regulations, Indonesia, Media*