

# The Role of Local Mass Media in the Publicity of Public Policy in Yogyakarta

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## ABSTRACT

*The objective of this research is to study the role of local mass media in the publicity process of a public policy. Media is considered to hold the power to construct an agenda concerning on particular issues or incidents so that they gain public's attention. Media highlights the issues by providing space and time so that public is continuously exposed and eventually aware of the particular issue, and people deem it as important and build their belief on it. The method employed in this research is phenomenological qualitative. The approach is characterized by its actual setting, in that the researcher is the key instrument, and the data is descriptive in nature. This means that this research aims to obtain data description that describe the composition and characteristics of the unit being studied. The result shows that Public Policy on gender mainstreaming as stated in Presidential Instruction No. 9/2000 on Gender Mainstreaming - requiring at least 5 media taken as sample of this research – is considered not newsworthy so that the frequency of the issue reporting in mass media is very rare, or even, never exists.*

**Keywords:** *public policy, mass media, Socialization, Gender*

## INTRODUCTION

The dissemination of information on government's policies, which is often mistakenly conveyed due to the lack of publicity to the society, may lead to wrong perception of the society in implementing the policy. Thus, a particular agenda setting on government policy is needed in the public information management.

A study on the conveyance of public policy is scarcely found in any academic research; whereas communicating a public policy is hard to do and it needs appropriate strategies as well as a well-managed communication program.

One of the public policies which is poorly communicated is the policy of converting fuel to liquid gas (LPG) . The policy was ignored by public and, people mostly refuse to use the alternative energy. Their main reason is due to the safety matters; the level of anxiety is quite high because there have been thousands cases of burner explosion or the lack of knowledge in using gas. The price of gas which is considered as high and unaffordable and the people's dissatisfaction to the product, that is gas container weighing of 3 kilograms, are found to hamper the implementation process of the policy implementation.

Referring to the success of family planning program in the Suharto era, the program is communicated with slogan of 'two children is enough' which makes the advertising slogan and contraceptives are extremely popular. The success of this program make Indonesia a place for other countries to learn how to develop their planning programs as it has proved effective to suppress the growth rate of population.

On other side, the government is required to be more proactive and creative in formulating the strategy of communication with label of *agenda setting* policy. It is strongly associated with the effectiveness of management information on strategic issues that demand information which is accurate, complete, and not misleading. The government also need to realize the important role of public relations and the media in information management policy. Public relation and mass media in the dissemination of government policies need to work together to educate, enlighten and empower.

Mass media has terribly important role in the socialization process of public policy. Media has to competently set an agenda for a particular issue so that it is considered important to public. Problems may emerge when mass media think that not all policies are important and worth to report.

When public policy is not published properly, its implementation in government will not be optimal. This is why it is necessary to study the role of the media in disseminating public policy to answer the question why a public policy is "interesting" to media while others are not, and how to create a public policy which is "interesting" to media. This study focuses on the

Presidential Instruction No. 9/2000 on Gender Mainstreaming, a public policy that seems less attractive for media message.

Several studies have been conducted regarding with the use of the mass media, particularly newspapers in informing public policy. One is what is done by Eko Kurniawan in studies analyzing the contents Study of Mass Media Coverage About environment Implications of Life and Environmental Management Policy in Bangka regency in 2006.

Another study is conducted by Nuryadi (2003). In this study, Nuryadi focuses more on the characteristics of three major newspapers, namely, Kompas, Koran Tempo, and Sinar Harapan in presenting environmental information. Until now there has been no research done to know how the dissemination of the gender mainstreaming policy reported in mass media especially newspapers. This fact motivates researchers to conduct a content analysis of studies reporting studies gender mainstreaming made the local newspaper in the province of Yogyakarta.

## **THEORETICAL FRAMEWORK**

Media is merely a disseminator of information. The media have a responsibility to participate actively engage in social interaction and sometimes indicates the direction or lead, and participate in creating relationships and integration. In society, the media moves marked by the spread of power, which is given to individuals, groups, and social classes unevenly.

McQuail (1989) mention the media is often seen as an effective tool of power because of its ability to perform one or more of several things such as: attract and direct attention, persuade opinions and assumptions, attitudes affect choices, provide status and legitimacy, define and shape perception reality.

One of the commonly used media in shaping perceptions of reality as mentioned above is the newspaper. Newspapers have been used for the dissemination of information. Along with the passage of time, the newspapers not only serve as an information tool, but many of the functions that can be provided by the newspaper. Suwardi (1993: 79) explains that the functions of the newspapers are as follows:

- a. Functions broadcast information, a variety of information quickly and accurately conveyed by the newspaper. Readers buy or subscribe to newspapers because they want to know what information is going on in many places in the world.
- b. Educational function, newspapers indirectly provide educational function to the reader. It can be seen from the material content such as articles, *feature* and editorial. The content material in addition to providing information also adds weight to the treasury of knowledge the reader through the reader's understanding of each is different.
- c. Function affects, news in the newspaper indirectly affect their readers, while the editorial and articles can give direct effect to the reader. This effect was originally arising from the reader's perception of a problem and then forms an opinion on the reader.

According to Suwardi (1993), generally the content of a newspaper consists of headlines located on the front page, regular news, opinions rubric, reportage, interviews, *features*, commercials, short stories, comic strips, and others. All components were mixed together in such a way that the reader interested in reading and a subscriber to the paper. Communication is a process of delivering a message from the communicator to the communicant. Communication process will take place with the involvement of the following elements: source, message, channel, and receiver effects.

The roles of the mass media proclaim the required information set forth in Law No. 40/1999 about Press. In Chapter 6 point (a) of the Act declared the public has a right to know what is required and in this case the press agency is obliged to fulfill it. According to Effendi (1993: 33), the newspaper is printed sheets containing statements that occur in people with these characteristics; publicity (newspaper content is disseminated to the public), periodicity (newspapers published regularly every day, once a week or two weekly), universality (fill in the newspaper of a general nature relating to all aspects of life) and actuality (which published a newspaper about the actual problem).

## **1. Role of Mass Media For Media and Public Policy Information Spreader**

The function of the mass media is also regulated in Law No. 40/1999 about Press. Article 3, paragraph (1) of the Act reads: "The national press has a function as a medium of information, education, entertainment and social control". While the role of the national press as a medium

for developing public opinion based on accurate information, accurate, correct and control, criticism, corrections, and suggestions on issues related to the public interest and fight for justice and truth stated in section 6 (point c, d , e) of the Act.

The depiction of the media function more clearly expressed in Jahi Schramm (1993: 145), he put forward the three functions of the mass media in development:

- a. Informing about national development, focused their attention on the need for change, the opportunity to bring about change, methods and ways of causing alteration and if possible increase aspirations.
- b. Helping people participate in the decision-making process, expand the dialogue and keep the information flowing both upwards and downwards.
- c. Educating people to have the skills.

As an agent of social change, according to Rachmadi (1989: 67) newspaper has several tasks that can be done to support the development, namely:

- a. Expanding the horizon views. In this case a newspaper people know the events that occurred in other countries.
- b. Focusing public attention with the messages by written. In modern society, the idea of a neighborhood away from those obtained from newspapers and other mass media. In this case the knowledge society began to rely on newspapers and other mass media.
- c. Growing aspirations. With control of the media, a society can change their lives by imitating what is conveyed by the media.
- d. Establishing an atmosphere building, through newspapers and other mass media to disseminate information to the public. Newspapers can broaden horizons and build sympathy thinking, concentrating development goals that create an atmosphere of harmony and effective development.

Appropriate role, the newspaper can be used to convey information about public policy. Dissemination of information on public policy is urgently needed given the public policy need socialization before implementation so that more people understand that the implementation later becomes optimal. Socialization public policy will also reduce the level of resistance in the

implementation of the policy, as it is known in the socialization process of the level of public acceptance of the public policy.

The newspaper with other mass media proved instrumental to build public awareness of. According Assegaff (1996: 89), writing about the policy in the newspapers is usually in the form of news, *features* and editorial. According to him, in the news lately is developing a new form of journalism known as the journalistic process. Forms of journalism is not merely preach the facts of an event occurring, but also photographed in depth process that takes place before the events that have been created.

## 2. **Definition of Public Policy**

Thomas R. Dye (in Thoha 1989: 89) defines Public Policy as any policy chosen by the government to enforce or vice versa (*whatever government choose do or don't*). In this understanding, the focus of public policy is not only on what is being done by the government, but including also all that is not done by the government.

Meanwhile, according to the Winarno Anderson (2005: 76), the policy is a clear course of action and determined by an actor or actors in addressing the problem. The concept gives more emphasis on what you do rather than on what is being proposed. Furthermore, Anderson states the nature of public policy as a course of action can be broken down into several categories, such as: *policy demands, policy decisions, policy statements, policy outputs, and outcomes*.

The *policy demands* are the demands made by private actors or the state and goes to government officials within a political system. These are demands to urge the government officials to take action or not to take action on any particular issue. Usually these demands is raised by various groups in the community and may range from general insistence that the government should "do something" to the proposal that the government take specific action on an issue.

*Policy decision* is defined as the decisions made by government officials who authorize or give direction and substance to courses of action public policy. Included in this activity are setting rules, giving executive orders or official statements, announced regulatory rules administrative or judicial interpretation to make laws. Meanwhile, *policy statement* is *defined as*

official statements or public policy articulations. To this category is the legislative law, commands and presidential decrees, administrative regulations and the courts, as well as statements or speeches by government officials that show the intent and purpose of government, and what to do to achieve those goals.

*Policy output* is a visible manifestation of public policies, the things that are actually done (*action*) according to the decision-making and policy statements. Meanwhile, the policy impact (*outcomes*) refers to the consequences for the community, whether desirable or undesirable.

The presence of media in relation to the policy becomes very important. One of the essential elements of the increasingly free media and its relation to the good governance practices is the availability of information for the society to access the performance of the public officials in accomplishing the mandates given to them.

Meanwhile, Cunningham said there are several stages in the creation of a policy. He names it as a policy cycle, starting from: *identify problems, agenda set, develop proposals, build support, enact law or rule, implement policy, evaluate result, and suggest change*. According to Cunningham, to submit claims within the policy cycle can sometimes be done by giving pressure through the media.

## RESEARCH METHODS

The approach used in this study is a qualitative phenomenological approach, with several characteristics such as having an actual setting, having the researcher as the key instrument, that the data are usually descriptive and that the research is aimed at acquiring data description that is able to describe the composition and characteristics of the units studied (Kuncoro, 2003). By giving emphasis on process, the data analysis is inductive, and the meaning (*interpretation*) per event is an essential concern in qualitative research (Bogdan and Biklen, 1998). It is called phenomenological since the purpose of the study is to describe social events (Dimiyati, 1997); Beside revealing the real events in the field, it can also reveal hidden values, more sensitive to the information descriptive and trying to maintain the integrity of the object studied (Strauss and Corbin, 1987).

This study will examine the role of the five local print media circulating in Yogyakarta, namely the Kedaulatan Rakyat, Tribun Jogja, Radar Yogyakarta, Bernas and Harjo, particularly in disseminating public policy Instruction No 9/2000 on Gender Mainstreaming during the period of 2010.

## RESULTS AND ANALYSIS

Mass media are believed to describe the social realities in sharing aspects of life. Though so, information or message presented in newspaper, radio and television or internet has been selected by the mass media personnels to adjust it with their interests.

In presenting the news, media cannot be separated from its vision and mission. The presence of mass media in social theory cannot be separated from social interaction. This means that the freedom of the press requires responsibility, prudence and the expertise of media to manage the readers and viewers.

In democratic life, the mass media is an important pillar supporting the establishment of democracy. The mass media is the most effective tool or instrument to convey the message and shape *public opinion* in building a *branding image*; it is also the most effective means to oversee the running of the government.

Mass media that should serve as a channel of communication is often manipulated as an extension of interests of both internal and external party. Basically the media reality and social reality is different, so the news is constructed in different media as well. It's hard for the media to be neutral because of the interests of various parties. Society itself does not quite understand how to distinguish the reality of what happened. What was aired on television or published in the press is often - almost always - regarded as the real events.

Being Independent and objective are two key words that should be the "*Mecca*" of every journalists throughout the world, including Indonesia. A journalist has always maintained that objective acted, balanced and impartial to any interest, but concern over the public's right to know the truth. Although independent and objective attitude serves as reference of every journalist, in fact, often there is news of the same event presented in different way.

The mass media is a manifestation of two institutional forms, namely business organizations and social institutions. Media as an institution is when the media puts revenue business as one of the main factors to support the mass media; the media functions as a social media when the media acts as an agent that always places public interest as the primary benefit of the original purpose in setting up media.

Dualism of institutional orientation held by the mass media can make it on the side of the road, between business and social. The media can not necessarily choose one and leave the other because both of these are substantial..

The role of media in publishing public policy is important to bridge and socialize the policy taken by the government at the local level and central regions. But other than that, the media also has the authority to proclaim a policy that has been taken by the government. The media have the freedom to choose and which policy will be perceived byword or at least will cause polemics in the wider community.

This is where the role of the mass media as social institutions and agencies tested. They should be able to position ourselves as a social institution that promotes the interests of the public rather than the interests of others. The media should be a bridge between the government and the wider community, especially regarding public policy isolation with not only relies on the measures considered important or not important because all policies are important especially when it comes to the lives of many people.

However, ironically, nowadays media tend to cover certain public policy that creates polemic in the community, especially in case of expressive behaviors such as demonstrations or riots, the media will report about the event.

Nevertheless, regardless of the interests underlying the raising of an information or message presented by the mass media, the interaction with the mass media is not inevitable. 21st century is called as the era of mass communication. The rapid development of information and media communication, both hardware and software will bring changes to the role of mere messenger / information.

Socialization realizes proactive community in public policy-making process, in this case the role of the mass media, is crucial in the development of public policy information to the

public, especially in rural communities. Through the mass media, both printed and electronic, people get informed on various phenomena of social life and the state, ranging from information about the social, criminal, culture, economic, and politics. The media is also to be an effective means of communication between the government as policy makers and the community. Mass media is a conduit of information to the public first. The function of education is a function performed by the mass media in providing education to the community, including the development of moral and character education. The information provided to the public gives insight to the community, both the values and norms that can provide awareness to the public about the economic, political, legal, social, cultural and other aspects that essentially information given an empowerment to the community.

The media now has developed into a very influential agent of socialization. The factors that led to the selection of the mass media as a medium of socialization among others are: First, the mass media has been so popular in the community and have a range of extraordinary. Secondly, mass media influences the shaping of public opinion. Third, people rely more on information from the mass media rather than from other sources.

Therefore it is interesting to observe how a public policy that should be disseminated to the public so that implementation can run optimally takes its a share in the mass media. These studies are observations of public policy instruction No. 9 of 2000 on Gender Mainstreaming and how the policy is socialized through the reporting in five daily newspapers in the province of Yogyakarta, the Harian Jogja, Tribune, Radar Jogja, Kedaulatan Rakyat and Bernas

## 1. Harian Jogja

News that specifically related instruction No. 9/2000 on Gender Mainstreaming as an entire phrase is not found at all in the news at the Harian Jogja in 2010, but Harian Jogja has a page and a special column associated with the reports on gender issues. For example, the page style that many women find it inspiring, *family page*, and *creative parenting* published every Monday. Harian Jogja also establish a partnership with an NGO in Yogyakarta which is keen to voice issues of human rights and gender, the NGO Rifka Annisa Women's Crisis Center.

**Table1. Tabulation Coverage of Women and Gender Issues in the Daily Jogja During 2011**

| No. | Date | Rubric | Title of News |
|-----|------|--------|---------------|
|-----|------|--------|---------------|

|     |                   |            |  |
|-----|-------------------|------------|--|
| 1.  | February 1, 2010  | Humanities | Octopus domestic violence must be resolved |
| 2.  | March 8, 2010     | Aspiration | Stop Violence Against Women                |
| 3.  | March 9, 2010     | Crown      | Time for Women Recognized                  |
| 4.  | March 13, 2010    | Jangongan  | Gender Learning Together Rifka Annisa      |
| 5.  | March 25, 2010    | Aspiration | Palace and Discourse Gender Equality       |
| 6.  | August 24, 2010   | Sleman     | So Gender Equitable Development Focus      |
| 7.  | October 2, 2010   | Sleman     | Sleman Pursue Target MDG's                 |
| 8.  | November 20, 2010 | Aspiration | Stop Discrimination Women                  |
| 9.  | December 22, 2010 | Aspiration | Mother's Day and Women's Empowerment       |
| 10. | December 23, 2010 | Humanities | Women Pillar Character Development         |
| 11. | December 24, 2010 | Humanities | Women Should Not Pursue Equality           |
| 12. | December 27, 2010 | Humanities | Women Less Structural Position             |

Sources: *Daily Dilemma of Jogja, 2011*

Adi Prabowo (Vice of Editor-in-chief, February 15, 2012) stated that Harian Jogja is able to bring an issue to get public's attention, such as issu of the Acts of Privilege Status of Yogyakarta. Harian Jogja can provide information and a forum of public opinion in aspirations and Tajuk rubrics. Harian Jogja did not write any reporting about Instruction. 9/2000 on Gender Mainstreaming, as the policy has so far not led to controversy. Therefore, in preaching Daily Jogja never mentioned or quoted phrase Instruction No 9/2000 on Gender Mainstreaming. Though so, news concerning on the issue of gender and women's world often presents in this media coverage during the period of 2010.

Daily Jogja always try to stand up and not co-opted by balance the interests of certain political groups. Therefore Daily Jogja try to get closer to each element of society. Thus is not surprising when the Daily Jogja in 2009 was named by one of the survey related to news, Yogyakarta State University 2009 election, as the independent media terms of reporting about the 2009 elections.

Related media framing, daily has Jogja trying to pack / frame according to reporting in the media of empirical facts and try to avoid the tug interests of specific groups. Public policy related cases in Yogyakarta; Yogyakarta Daily trying to be a *watch dog* in issuing public policy related to local government in Yogyakarta. For example, *the case of budget allocation* for Persiba Bantul, which amount exceed the education budget, always in the spotlight, and many other cases.

Besides make the daily portion of news Jogja public policy issues of regionalism in Yogyakarta greater coverage than national issues. So it is not surprising that there is a division in the Daily Jogja Jogja is a special page for news about district town in the province of Yogyakarta.

In the selection of the news to be published, Daily Jogja is trying to remain neutral, and in favor of the public interest. Daily Jogja is often referred to as the Anti-government newspaper; Daily Jogja is often criticized because of any policies issued by the government. All issues such as politics, economics, sports, education, events, all in accordance with the Jogja Daily realm each rubric. But the Harian Jogja is more widely published interesting event, especially events in the province of Yogyakarta. Harian Jogja managed business, because the press should be able to support them. This is what makes the press must be supported by good management. And that is what Harian Jogja does.

## 2. TRIBUN JOGJA

The frequency of appearances that has includes news about instruction. 9/2000 on Gender Mainstreaming does not appear explicitly, because the Tribun Jogja reports women issues in general. This newspaper is more feminine and sensitive. News about women has a large portion. Supply Tribune published a special section column once a week is *smart women*, while for column published each day is a *byword*, *tribune's*, and *Jogja life*.

Table 2 Tabulation Coverage of Women and Gender Issues in Tribun Jogja 2011

| No. | Date              | Title News  |
|-----|-------------------|---|
| 1   | April 16, 2011    | GKR Hemas Question Voices of Women  |
| 2   | April 19, 2011    | 500 Women Ready Demo  |
| 3   | April 21, 2011    | Dominance-Sleman Yogyakarta Women Entrepreneurs   |
| 4   | April 22, 2011    | Every Two Hours There were two Mother's Death   |
| 5   | Mei 1, 2011       | Labor Union Women More Critical   |
| 6   | June 11, 2011     | Ask Parjiyem Accompanied LBH  |
| 7   | June 12, 2011     | women activists   |
| 8   | June 12, 2011     | Favor When Clients Smile Back   |
| 9   | June 13, 2011     | Gender relations  |
| 10  | September 1, 2011 | Lygia Inspires Women To Writing   |
| 11  | October 3, 2011   | Session Shooting Son Daughter Bantul 2011, Dian Posing Home camera                                  |
| 12  | October 4, 2011   | Flowers Banggar, A Heroine Women Involved in Anti-Corruption Action When Deploying Office Brass KPK |

*Sumber: Diletek dari Tribun Jogja, 2011*

Exposure data in the table above, it can be seen that the words Inpres. 9 of 2000 on Gender Mainstreaming does not exist, or never even appear in full in the news at the Tribune, though the words are related to public policies such as gender, women, and other women did often appear in the news in the daily this.

According to Febby Mahendra's son (Interview Editor Tribune, February 8, 2012) in their coverage does not need to include the word instruction. 9/2000 on Gender Mainstreaming of the most important news in the Tribune presents feminist and polite. Comments like that make socialization instruction. 9/2000 on Gender Mainstreaming in the media to be not optimal, because of the notion of public policy is not necessary shown intact as a public issue.

SKH Tribune has Media Politics Jogja. Tribun Jogja the only daily in Yogyakarta who has diversities with newspapers in anticipation which further highlight of masculinizes. Tribune offers a distinction that further highlight the themes are more feminine. Products Tribun Jogja more *women serving tested*, and reviews are Tribun Jogja was more referring to the *human interest*.

Then Tribun Jogja has a target market targeting of areas of profit oriented/business is more focused on the reader in the category they are upper middle class. This is consistent with the purpose of Tribun Jogja itself that they suggest a conceptual and contextual Tribun Jogja serve more easy and simple to understand. SKH Tribun Jogja is one of the media families.

Politics Tribun Jogja media oriented slogan or line of text that reads "New Spirit DIY-Central Java." With the new spirit is then directly Tribun Jogja required developing actual news well. Tribun Jogja is one of the many papers that discuss women, because Tribun Jogja claims as one of the feminist newspaper.

In connection has the lack of news - even nonexistent - about instruction. 9/2000 on Gender Mainstreaming, make it a goal to establish Tribun Jogja image as the newspaper in favor of women into something that seems contradictory.

Based on the interviewed with Mahendra Febby Son (Chief Editor of the Tribune, February 8, 2012), it can be concluded that the media is considered in a news media, usually there is a public policy that is often raised or interesting and always preached. But there is also the possible public policy had never preached or uninteresting. In this regard, given that there

is also pulling a public policy for the media, often because the policy did not touch the interests of many people. Typically, public policy relating to the public interest would be of interest to the media spotlight, for example about health insurance for the poor.

A policy can be popular and unpopular depending on how the policy was published. In order for public policies that can be popular then there are several aspects that must be considered, among other policy manufacturing aspects, in terms of the substance of policy making and policy delivery to the community. With these three aspects of the DAPT concluded that a third fill policy aspects will be a popular. Apart from these three aspects, the policy should be touching the interests of many popular people or society at large. Because public policies related to the public will be in focus for the media and get high coverage value to be loaded.

For Tribun Jogja, a policy which is not attractive materials is still no solution to become the media spotlight, with packaging socialization unique and creative. Then the needs to be coordinate between the government and the mass media to disseminate public policies such. And this is what the government should do Instruction 9/2000 on Gender Mainstreaming is a one or a public policy that is not popular. Instruction 9/2000 on Gender Mainstreaming is a public policy that is not popular and rarely published in the media because the media Assume that the new policy is good in theory and discourse stage, and cannot be optimal in the implementation stage. Popularity of a policy is not only seen from stage theory and how the policy was developed in the discourse, because it is not limited to the capacity of the mass media disseminate the articles or a polemic about the policy, but rather to criticize public policies as a form of control over the implementation of a policy (Interview with Febby Mahendra's son (Editor Tribune, February 8, 2012).

### 3. RADAR JOGJA

Frequency Coverage has Instruction 9/2000 on Gender Mainstreaming in Radar Jogja. Based on the analysis of the issue of Radar Jogja during 2010, never even ran a story on Radar Jogja Instruction 9/2000 on Gender Mainstreaming as a whole. During 2010, these words never appeared as a whole phrase. Nevertheless, in a cluster, Radar Jogja for issue in 2010 is

sometimes raised issues concerning women and gender issues. This can be shown by the data listed in the table below.

Table 3 Tabulation Coverage of Women and Gender Issues in Tribun Jogja 2011

| No. | Date             | Rubric        | Title News   |
|-----|------------------|---------------|--|
| 1.  | January 5, 2010  | Politic       | Nurul House Speaker Speech Protest   |
| 2.  | January 5, 2010  | Family        | Gender Activity Must Not Awful   |
| 3.  | January 5, 2012  | Healthy       | Hospital Instruction Open Victims Unit Complaint   |
| 4.  | January 5, 2012  | Sportive      | Pearls of Regional Turi  |
| 5.  | January 10, 2010 | Metropolis    | Three Women Threatens Policeman Former Boss  |
| 6.  | January 16, 2010 | Politic       | Sri Mulyani Refuse Commenting  |
| 7.  | January 16, 2010 | News          | Hold Three-time record in the Prison Environment   |
| No. | Date             | Rubric        | Title News   |
| 8.  | April 3, 2010    | News Maker    | Expect Immediate Sign Senayan  |
| 9.  | April 3, 2010    | News          | Able day   |
| 10. | April 4, 2010    | Family        | Managing Piwulang Urip   |
| 11. | April 5, 2010    | Politic       | Mega Jump Speech Political Direction   |
| 12. | April 8, 2010    | Nusantara     | Sensor Poster Jupe   |
| 13. | April 8, 2010    | Metropolis    | Must Increase Women Empowerment  |
| 14. | April 18, 2010   | Family        | Claiming to know Kartini Inside  |
| 15. | April 20, 2010   | News          | Struggling To Life   |
| 16. | April 21, 2010   | Metropolis    | Kartini Gifts For Inmates  |
| 17. | April 26, 2010   | News          | Women Expect More Advanced   |
| 18. | 9 Mei 2010       | News          | Sensate Princess Papua   |
| 19. | 11 Mei 2010      | Metropolis    | Men and Women Not Problems   |
| 20. | 14 Mei 2010      | Head news     | Thanks Chicken Sweet Pets in Trees   |
| 21. | 15 Mei 2010      | International | Wear Traditional Dress of Pakistan (Sayeda Hussain Become First Muslim in the British Cabinet) |
| 22. | 16 Mei 2010      | Family        | Women Yoga Not Tempted Great Salary Abroad   |
| 23. | July 2, 2010     | News          | Puji Sheikh Return on trial  |
| 24. | July 3, 2010     | News          | There are no women candidates  |
| 25. | July 3, 2010     | News          | Nikah Siri, Seven PNS Dismissed  |
| 26. | July 4, 2010     | News          | Aisyiyah Network Support Reforestation   |
| 27. | July 4, 2010     | Rumble Seat   | Linda Sprain Tongue  |
| 28. | July 6, 2010     | News          | Add Six Leader Urges Women   |
| 29. | July 6, 2010     | National      | Ida Fauziyah Chairman  |
| 30. | July 8, 2010     | Head news     | Ten New Year's Something Can Gender  |
| 31. | July 8, 2010     | Metropolis    | Maximum participation of district yet  |
| 32. | July 9, 2010     | News          | Because It Can Indicate Poor Card  |

|     |                  |           |   |
|-----|------------------|-----------|---|
| 33. | July 13,2010     | Nusantara | Three Years Without News                    |
| 34. | 5 September 2010 | News      | Prameks train Now Have a carriage for Women |
| 35. | 5 September 2010 | News      | Critics Breastfeeding Spaces                |

*Source: Adapted from Radar Jogja, 2010*

Tabulation of the data in the table above, it appears that the preaching Radar Jogja less interested in gender issues. This is indicated by the very rare news related to gender issues. 'This study does not describe whether there is a significant effect or not, but the facts obtained in the field of human resources in SKH Radar Jogja most are male. From the number of employees is 66 people, 50 people were male and the remaining 16 people were women. Is this then affects the published news and making the news in the newspaper is a masculine, more research is needed on gender perspective employees Radar Jogja.

SKH Media Political Radar Jogja. According to Law no. 40/1999 on the press that upholds transparency, the public policy set to be presented to the public so that they know will be a policy that has been issued by the government. And the media in this case has a big hand to deliver the policy publicly. For example: on budget, in this case the media highlighting every policy implementation and the use of state funds to prevent fraud.

But in this case SKH Radar Jogja continues to consider any policy decisions for government socialized or not, by looking at the impact of public policy has on people's lives. And for public policy that was presented to the audience, each development will continue to be monitored to detect fraud or not.

Government has a significant role in disseminating a public policy because the media cannot possibly know the policy if there is no notice of the government. If the media too did not know the policy in detail and this can lead to confusion in the news. For now, that role is carried out by the government, because the government often invited journalists at a predetermined policy through press conferences and so forth. Usually the government is socialized the public policy through the electronic media in the form of advertising. Then the media reported the issue public.

According to the Chief Editor of Radar Jogja Abdi D. Noor (Interview, March 25, 2012), as a public policy instruction 9 of 2000 on Gender Mainstreaming is actually pretty good because it

gives the opportunity for men and women to have the same opportunity to participate, control and gain access to all development activities. However, the implementation of this policy as discourse only, not implemented optimally by existing governments and stakeholders, and the lack of real socialization of government so that only a few among the first to know. Therefore, the policy should be implemented optimally, so it looks real and the media can view the resulting changes to further preach the changes that happened.

Political media used by SKH Radar Jogja is spreading the news that more emphasis on the impact that the addition of a story by looking at other considerations. In this way is expected to attract audiences to read the news in SKH Radar Jogja. In the use of any language SKH Radar Jogja more utilized the language of the educated were at least high school graduates. This is because the main target of the target readership is people, and the educated upper middle class economy.

In terms of carrying out its role in the dissemination of a public policy, SKH Radar Jogja will socialize if it matters and have a broad impact for the audience. Having socialized so in this case SKH Radar Jogja will escort him and see how this develops in the community, taking into account whether there deviation the implementation of the policy. If something like this happens the media will expose and criticize the policy of the government in the implementation process and government accountability. This is done as a function of control-owned media.

Relation to the news, SKH Radar Jogja always considering that some of the criteria in exposing viable news disseminated to the public, namely:

- a. *Magnitude*, namely how widespread the effect of an event for the audience. Example: The news of rising fuel prices affects the wider community throughout Indonesia rather than the news about the earthquake in Central Java. Or news about the conversion from kerosene to gas greater influence than flash floods in Papua.
- b. *Significance*, i.e. how important the sense of an event for the audience. Example: news for the citizens of Yogyakarta cold lava is more important than the news of a corruption case Nazaruddin.

- c. *Actuality*, the actuality of an event level. Example: the news of the defeat of the Indonesian national team very interesting read on 21 November 2011, but a week later will not pull anymore and already stale.
- d. *Proximity*, the closeness of the events to the audience. Example: for the people of Yogyakarta, the news about the earthquake in Yogyakarta more interesting than the news of the earthquake in Bali.
- e. *Prominence*, the familiar story with audiences. Example: the news of Indonesian Idol will be more familiar to teens Indonesia rather than news on the crease crease-luxury hotels in Jakarta.
- f. *Human Interest*: the ability to touch the audience the feeling of humanity. Example: news Nirmala Bonet, who abused maids in Malaysia, the demand by the general public because it contains a high value of *human interest*. Or news of the beheading of Indonesian maids in Saudi Arabia.

The foregoing is what being a consideration of SKH Radar Jogja to issue or not to display a message. The above considerations are also a basic reference SKH Radar Jogja important in determining whether or not a message. Important point here is whether the news or do not have a significant impact on the community. A word is not considered important by the media especially SKH Radar Jogja because less have a significant impact on the audience (Interview with Arif Syukron Muttaqien, 2 April 2012).

Related to the issue of Presidential Instruction No. 9/2000 on Gender Mainstreaming, SKH Radar Jogja had never expose public policy because it less attractive and do not have a significant impact on society. But the news about the gender and women's issues actually still get their share in the mass media, for example the provision of special carriages for women in order to reduce sexual harassment. Things like - according to the editors of SKH Radar Jogja - more attractive for distribution to the public.

#### **a. KEDAULATAN RAKYAT**

Frequency has Coverage instruction 9/2000 on Gender Mainstreaming in the Sovereignty of the People. Based on Table 4 below presented data on how often the Sovereignty of the

People's Daily or socialize includes matters relating to Presidential Decree No.. 9/2000 on Gender Mainstreaming and other matters related to gender and women's issues.

**Table 4 Tabulation Coverage of Women and Gender Issues in the People's Sovereignty**

| No. | Date              | Rubric            | New title   |
|-----|-------------------|-------------------|---|
| 1.  | January 3, 2010   | talks             | Debunking Pseudo Prevalence Women   |
| 2.  | January 4, 2010   | Bantul            | The spirit of Mother's Day Event at Bubudan By Mrs. Pilar Family Resilience |
| 3.  | January 5, 2010   | Yogyakarta        | Today's highlight PKK HKG DIY   |
| 4.  | January 6, 2010   | Yogyakarta        | HKG peak PKK to-37 of DIY, Family Man Plays Important Building              |
| 5.  | January 6, 2010   | Yogyakarta        | Problem Woman Absent LB DIY Parliament party Politics Can Reduce Image      |
| 6.  | January 7, 2010   | Opinion           | Schools Achieve Gender-Based Strategy                                       |
| 7.  | January 8, 2010   | Opinion           | In order for Gender Responsive Materials                                    |
| 8.  | January 8, 2010   | Education         | Awards For Siti Ruhaini DZ, 24 Years Fighting in Gender Studies             |
| 9.  | January 9, 2010   | Bantul            | Awakening Women's Cooperative   |
|     | January 31, 2010  | talks             | Changing Gender Strategy Struggle   |
| 10. | January 31, 2010  | talks             | Gender Activists should not be fierce                                       |
| 11. | February 3, 2010  | Klaten            | Reply Women Victims of "Hands nosy"   |
| 12. | February 5, 2010  | Surakarta Plus    | Princess Regent Remove the chairmanship of Parliament                       |
| 13. | February 9, 2010  | Yogyakarta        | Disappointed Governor SK, PRT Demo  |
| 14. | February 14, 2010 | Kedaulatan Rakyat | Nikah Siri could be Punishable  |
| 15. | February 16, 2010 | Bantul            | Coalition of Women Inaugurated  |
| 16. | February 16, 2010 | Kedaulatan Rakyat | Marriage bill Siri, A Breakthrough?   |
| 17. | February 22, 2010 | Kedaulatan Rakyat | Criminalization Nikah Siri Overstated                                       |
| 18. | March 1, 2010     | Yogyakarta        | Cooperative Women's Auxiliary Family Economics                              |
| 19. | March 5, 2010     | Special Coverage  | Criminal, Not Effectively Protect Women                                     |
| 20. | March 7, 2010     | Family            | Independence of Women Through the Informal Sector                           |
| 21. | March 9, 2010     | Kedaulatan Rakyat | Women Demand Gender Equality  |
| 22. | March 11, 2010    | Kedaulatan Rakyat | Women Leaders Break Pride   |
| 23. | March 12, 2010    | Opinion           | Appointed Women and Men Dropped   |
| 24. | April 4, 2010     | Family            | Parents Position Yourself As Friend   |
| 25. | April 9, 2010     | Opinion           | Nikah Siri and Social Issues  |
| 26. | April 15, 2010    | Sleman            | Majority of Women Economic Actors   |
| 27. | April 16, 2010    | Kedaulatan Rakyat | Yuni Maximize Voices of Women   |
| 28. | April 20, 2010    | page              | The spirit of Kartini Ponder  |
| 29. | April 20, 2010    | Opinion           | Women in Indonesia Progress Towards MDG's Healthy 2010 2015                 |

|     |                    |                   |  |
|-----|--------------------|-------------------|--|
| 30. | April 24, 2010     | Opinion           | Women dream Realizing Struggle                                       |
| 31  | April 25, 2010     | talks             | Gender Struggle Through Novel  |
| 32. | Mei 3, 2010        | Yogyakarta        | Relative Wage Enough, PRT Need Jamkes                                |
| 33. | Mei 11, 2010       | Bantul            | Role of Women in Question  |
| 34. | June 2, 2010       | Kedaulatan Rakyat | Election Commission chairman, selection committee Up Challenge Women |
| 35. | June 12, 2010      | Opinion           | Target Women's Movement and the MDG's                                |
| 36  | July 3, 2010       | Eksbis            | War Women Changing Character   |
| 37  | July 20, 2010      | Bantul            | Bantul Anniversary Ceremony Headed Woman                             |
| 38  | July 29, 2010      | Opinion           | Chairman of the PKK "Limitations of Classical HR Issues"             |
| 39  | August 9, 2010     | Kedaulatan Rakyat | Pregnant Prepared Special Trains                                     |
| 40  | August 10, 2010    | Analysis          | The carriage Pregnant  |
| 41  | August 10, 2010    | Sleman            | Role The role of the PKK Sued  |
| 42  | August 20, 2010    | Kedaulatan Rakyat | Railway carriages for Women Launched                                 |
| 43  | September 3, 2010  | Gunungkidul       | Violence Against Women Vulnerable occurred in Gunungkidul            |
| 44  | September 6, 2010  | Opinion           | Role of Women in Development   |
| 45  | September 7, 2010  | Kulonprogo        | States Women Declared  |
| 46  | September 19, 2010 | Family            | Empowering Women Through Cooperatives                                |
| 47  | October 3, 2010    | Husada            | "Realize" Important for Women  |
| 48  | October 13, 2010   | Kedaulatan Rakyat | Stay Consistent On Gender Equal and Fair                             |
| 49  | October 17, 2010   | Family            | Siregar Emiria spirit and charm of Prague                            |
| 50  | October 31, 2010   | Family            | When the Home Based Women Workers Induced Climate Extremes           |
| 51  | November 7, 2010   | Family            | The Refugee Women and Children Should More Attention                 |
| 52  | December 4, 2010   | Gunungkidul       | Increased domestic violence victims, 70% of Sexual Harassment        |
| 53  | December 14, 2010  | Dialectic         | Do not Flabby Earn Equality  |
| 54  | December 19, 2010  | Family            | Rights of Women Victims of Domestic Violence Less Guaranteed         |
| 55  | December 22, 2010  | Opinion           | Women and Mother's Day   |
| 56  | December 22, 2010  | Opinion           | women Unite  |

Source: Adapted from the Sovereignty of the People, 2010

Tabulation of the data above shows that Presidential Decree No. 9/2000 on Gender Mainstreaming is not a popular issue in the Sovereignty of the People's Daily. This is evident from the lack of news about the public policy. Even as a complete phrase, instruction 9/2000 on Gender Mainstreaming never appeared even in the Sovereignty of the People in 2010.

Sovereignty of the People's Daily just preaching the things concerning gender is when the problems of interest to the public related to gender mainstreaming. According to the Sovereignty of the People themselves, they will preach the things that are considered interesting and important, especially when it comes to the lives of many people. It is also the underlying reporting about gender in the People's Sovereignty. Sovereignty of the People's Daily will proclaim gender issues if at the time it is occurring cases or issues related to gender. Daily and People's Sovereignty claim no gender bias. Independent attitudes have preached anything about gender. No gender differences or alignments indicated by the People's Sovereignty in any preaching (Interview with the Saints, PR SKH Sovereignty of the People, December 19, 2011).

SKH Media Political Sovereignty of the People. Political Sovereignty of the People-oriented media bias people / large society, according to the People's Sovereignty itself slogan is "*People's Conscience*". Based on all forms of government policies doesn't favor the society constantly criticized by the People's Sovereignty. Media framing associated with the People's Sovereignty instruction 9/2000 on Gender Mainstreaming, Sovereignty of the People always try to avoid gender discrimination in social, economic and cultural.

Based on the interview with one of the managing editor at the People's Sovereignty, Hudono (Interview, December 19, 2011), revealed that the mass media is one most effective means to communicate or publish a public policy issued by the government in order to know, understand and can be implemented by the people. In this case the mass fork has a strategic role that the media is one source of information accessible to the people / communities, especially in modern times like these people must expect to access information easily, efficiently and affordably.

In this case the People's Sovereignty is neutral and it is not politicized by anyone. The processed of delivering news in terms of benefits to the community. At the time the government issued a policy, the People's Sovereignty will filter prior to be delivered to the public. In the People's Sovereignty News Room where there is also a place of deliberation People's Sovereignty media crew consulted to determine the news to be published to the public.

## 5. DAILY MORNING OF BERNAS JOGJA

Frequency has Coverage instruction 9/2000 on Gender Mainstreaming in the Daily Morning Bernas Jogja. In Tabel5 below will be presented data on how often Daily Morning Bernas Jogja containing or disseminating matters pertaining to Presidential Decree No. 9/2000 on Gender Mainstreaming and other matters related to gender and women's issues.

**Table 4 Tabulation Coverage of Women and Gender Issues in the Daily Morning of Bernas Jogja During 2010**

| No. | Date               | Rubric                      | News title                                 |
|-----|--------------------|-----------------------------|--|
| 1.  | January 8, 2010    | Analysis                    | Prominent Gender Awareness Still Low       |
| 2.  | march 11, 2010     | Opinion                     | Developing Gender Sensitive Interpretation |
| 3.  | march 11, 2010     | editorial                   | Caring for Women's Access At Justice       |
| 4.  | April 3, 2010      | Opinion                     | Caring for Women's Access At Justice       |
| 5.  | August 2 2010      | Interview Related Resources | Between Family and Java Rhino              |
| 6.  | September 25, 2010 | Opinion                     | Empowerment of Women in Islamic School     |
| 7.  | November 26, 2010  | News                        | 40% of victims are women airborne          |
| 8.  | November 26, 2010  | News                        | Women's Anti-Violence Demo                 |

*Source: Adapted from The Harian Bernas, 2010*

The lack of coverage of Presidential Decree No. 9/2000 on Gender Mainstreaming in the Daily Morning Jogja Bernas during 2010 indicates that this newspaper argued, public policy issue was not considered sexy enough to be displayed in the message.

In the submission of new information by the mass media, should have a uniqueness contained in such information and have a benefit to the community. However, this principle is not owned by Presidential Decree No. 9/2000 on Gender Mainstreaming gender equality is not an issue because the public are popular, and most people do not seem to care about this issue of equality.

Actually there is nothing for the media to proclaim something popular and selective in reporting an event or a policy. However, the media reported in accordance with the capacity of community benefits either. In the preaching of an event, the media also have to filter all the information obtained by Journalists in accordance with the principle of screaming, that is interesting, clear and efficient. After that there is a process that determines the siding editorial

roommate's news should be published by the media. For public policy is already unpopular, the media did a news with a new perspective. The context is different but with the same content. To achieve this, the media should have the sensitivity to variables related to public policy in order to preach well.

Daily Morning Bernas Yogyakarta as one of the print media in Yogyakarta has and implements a series of policies in relation to media politics and media framing. Daily Morning policies issued Bernas Jogja incriminating policies that have such a policy because the existing portions respectively. Daily Morning Jogja example Bernas never dared to hide the events that have occurred. However, if the news is still to be processed will be published in advance and also refers to the journalistic procedures, with reference to the principles of media law, namely:

- a. The principle of freedom of media. The principle of freedom of the media is related to the function of the media is to inform, to educate, and to influence.
- b. The principle of anti-censorship. On this principle if the news is out, should not be censored by outsiders. Media should not be issued news without relying on facts and data.
- c. The principle of social responsibility. In principle, there are restrictions on the social responsibility and responsibility to the community
- d. The principle of professional protection. In principle, all the people in the media as journalists are protected professions.
- e. The principle of the protection of individual rights. In principle this happen pad sources. Informant protected rights of individuals and the media should not bring personal matters disclosed to the public.

## CONCLUSION

Socializing a public policy is not easy because they have to cover so much so that the audience needs help from others. In this case are the media - print and electronic - roommates having wide coverage and the closeness to the audience has the remarkable ability to help the process of socialization.

But in the process, the media has called the media framing of how to package the news media based on interest and political coverage in the media. This then raises the fact that there are times when judging a news media was very popular for those that will be preached continuously, but there is also less popular news they said that did not enter into the category of news that deserves to be appointed or reported.

Preaching popular public policy concerning the public policy is usually defined because it is interesting and has a significant impact on people's lives so that in practice bring new things that have never been experienced by the positive or negative, so the media needs to be proclaimed with a view of the development .

A public policy is also interesting media to publish them when public policy was a way out of a problem. Things like this is interesting enough to be published and be popular especially those policies effectively and efficiently. Another thing that makes a public policy have a high news value is when the policy is causing controversy in the community.

Public policy on gender mainstreaming as stipulated in Decree No. 9/2000 on Gender Mainstreaming seems - at least according to the 5 (five) sampled media research - they do not meet the requirements so that the frequency of mass media to be very rare if not virtually nonexistent.

Based on research in the sampled media research, there are at least 5 (five) reasons were found to be the cause:

1. Instruction 9/2000 on Gender Mainstreaming is not a public policy interest.
2. Public policy is not considered to have a significant impact on society
3. Public policy has no value to society
4. Have not seen a real implementation of the government and relevant stakeholders
5. If possible it is implemented; the implementation runs mediocre without causing more impact to the community so that the media are less interested to preach.

In disseminating a public policy in the media should pay attention to some things that public policy has a high value so that the news media interested in news lifted them, namely:

1. Ensure that the policy has added value to the community
2. The policy should have a significant impact on society

3. The policy has been implemented by the government as well as significantly relevant stakeholders
4. The policy has closeness with the community and became a public issue.
5. When a public policy had already become an issue that is not interesting, it should be able to make it interesting is to pack the unique socialization and creative.

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