

CHAPTER II

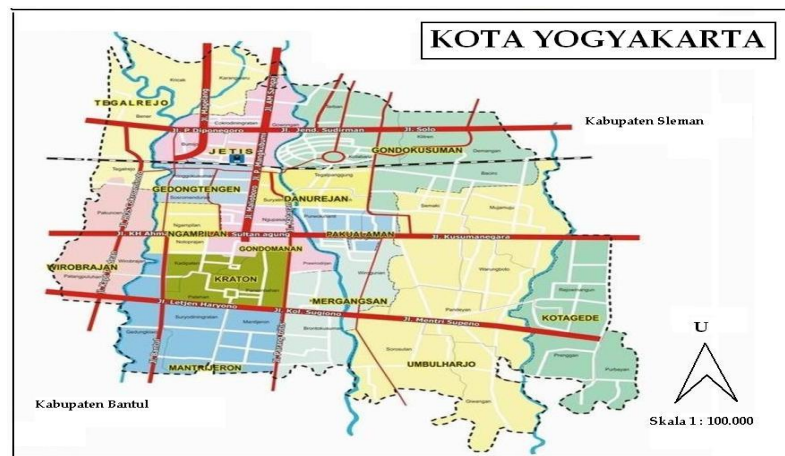
AN OVERVIEW OF RESEARCH AREA

A. Geographical Condition of Yogyakarta city

1. Broad Area

The region of the city lies between 110° 24' 19" until 110° 53' 28" East longitude and 7° 15' 24" till 7° 49' 26" South latitude with an average height of 114 m above sea level. Yogyakarta has the narrowest area compared to other regencies, i.e. 32.5 Km². It is meaning that 1.025% of the land area of the province of DIY with the 3,250 acres is divided into 14 districts, 45 wards, RW, and 617 2,531 RT , as well as inhabited by 489,000 and an average density of 15,000 inhabitants/km² (DIY, 2010)

Figure 2.1 Map of Yogyakarta



Source :

Badan Pusat Statistik Yogyakarta City, 2016

Based on the data from the Badan Pusat Statistik of Yogyakarta city, the city has an operating total area or area that is most widespread among the 14 subdistricts in the city namely 261 km² while the subdistrict has a very small area of the Pakualaman. It is only 63 km².

Table 2.2

Broad area, the Total of RT and RW according to the Districts and Subdistricts of the city of Yogyakarta 2011

No.	District	Subdistrict	The Broad (Km ²)	Total	Total of RW
1.	Mantrijeron	1.Golongkiwo	0,90	18	86
		2.Suryodiningratan	0,85	17	69
		3.Mantrijeron	0,86	20	75
		Jumlah	2,61	55	230
2.	Kraton	1.Patehan	0,40	10	44
		2.Panembahan	0,66	18	78
		3.Kadipaten	0,34	15	53
		Jumlah	1,40	43	175
3.	Mergangsan	1.Brontokusuman	0,93	23	83
		2.Keparakan	0,53	13	57
		3.Wirogunan	0,85	24	76
		Jumlah	2,31	60	216
4.	Umbulharjo	1. Giwangan	1,26	13	42
		2. Sorosutan	1,68	16	63
		3. Pandean	1,38	12	49
		4. Warungboto	0,83	9	38
		5. Tahunan	0,78	11	48
		6. Muja-Muju	1,53	12	55
		7. Semaki	0,66	10	34
		Jumlah	8,12	83	329
5.	Kotagede	1.Prenggan	0,99	13	57
		2.Purbayan	0,83	14	58
		3.Rejowinangun	0,25	13	49
		Jumlah	3,07	40	164
6.	Gondokusuman	1.Baciro	1,03	21	87
		2.Demangan	0,74	12	44

		3.Klitren	0,68	16	63
		4.Kotabaru	0,71	4	20
		5.Terban	0,80	12	59
		Jumlah	3,79	65	273
7.	Danurejan	1.Suryatmajan	0,28	15	45
		2.Tegalpanggung	0,35	16	66
		3.Bausasran	0,47	12	49
		Jumlah	1,10	43	160
8.	Pakualaman	1.Puwokinanti	0,33	10	47
		2.Gunungketur	0,30	9	47
		Jumlah	0,63	19	36
9.	Gondomanan	1.Prawirodirjan	0,67	18	61
		2.Ngupasan	0,45	13	49
		Jumlah	1,12	31	110
10.	Ngampilan	1.Notoprajan	0,37	8	50
		2.Ngampilan	0,45	13	70
		Jumlah	0,82	21	120
11.	Wirobrajan	1.Patangpulan	0,44	10	51
		2.Wirobrajan	0,67	12	58
		3.Pakuncen	0,65	12	56
		Jumlah	1,76	34	165
12.	Gedongtengen	1.Peringgokusuman	0,46	14	54
		2.Sosromenduran	0,50	23	89
		Jumlah	0,96	37	143
13.	Jetis	1.Bumijo	0,59	13	56
		2.Gowongan	0,47	13	52
		3.Cokrodiningratan	0,66	11	60
		Jumlah	1,72	37	168
14.	Tegalrejo	1.Tegalrejo	0,82	7	25
		2.Bener	0,57	12	46
		3.Kricak	0,82	13	61
		4.Karangwaru	0,70	14	56
		Jumlah	2,91	46	188
	Jumlah	45	32,50	614	2.524

Source : Badan Pusat Statistik Yogyakarta City, 2016

2. Demographic Condition of Yogyakarta City

The city population growth from year to year is quite high. At the end of 1999, the population of city was 490.433 people, and till the end of June

2000, it was recorded that the population of Yogyakarta city is as many as 493,903 people with an average density of 15,197 / km². The life expectancy of Yogyakarta city population by gender, the age of male was 72,25 year and the age of female is 76,31 year. Meanwhile, based on the results of population census in 2010, the number of population in 2010 was recorded 388,697 people. The composition of population by the gender was 48.7% male and 51.3% female. Overall, the female population is higher than the male population.

The total population of Yogyakarta city in 2011 amounted to 390,554 people with details as many as 190,075 men and 200,479 female population. The gender ratio is the ratio between the number of male population and the female population in a particular area and time. Usually, it is expressed by the number of male population for 100 female population. With an area of 32.50 km², the population density of Yogyakarta city is 12,017 people per km². Population density in Yogyakarta city included in the category of densely population.

Table 2.3
Population Density and Growth of Yogyakarta City Results of
Population Census and SUPAS 1971-2010

No.	Year	The Number Of Residents (Jiwa)	Population density (inhabitants/Km ²)	population growth (%)
1.	1971	340.908	10.489	0,90

2.	1980	398.192	12.252	1,72
3.	1990	412.059	12.679	0,32
4.	1995	418.944	12.891	0,32
5.	2000	397.398	12.228	-0,37
6.	2005	435.236	13.392	1,87
7.	2010	388.627	11.958	-2,24

Source : Badan Pusat Statistik Yogyakarta City, 2013

Based on the above table results from census and SUPAS 1971-2010, the density and population growth of the city tend to increase each year.

Table 2.4

Population Statistics According to Gender and Age in Yogyakarta City

Age Group	Number of Population Projection							
	2016		2017		2018		2019	
	Laki-laki/	Perempuan/	Laki-laki/	Perempuan/	Laki-laki/	Perempuan/	Laki-laki/	Perempuan/
	Male	Female	Male	Female	Male	Female	Male	Female
0-4	109,2	105,1	109,4	104,3	108,6	103,6	107,9	102,8
4-9	109,7	104,9	110,1	105	110,4	106,3	110,7	106,6
10-14	105,2	100,3	106,6	102,5	106,9	103,9	108,3	104,2
15-19	105,3	100,4	107,5	101,5	108,7	102,7	108,9	102,9
20-24	143,4	127,9	137	122,3	130,4	118	126	112,6
25-29	173,4	147,4	167,2	144,2	165,1	141,3	163,2	140,3
30-34	196,4	167,1	191,3	163	185,2	158	178,9	152
35-39	182,9	163,3	189,3	167,3	193,7	169,5	195	170,6
40-44	137,4	137,4	146,6	142,1	155,8	148,2	165,1	154,1
45-49	116,9	126,5	119	126,3	120	127,4	123,2	129,3
50-54	109,6	120,5	110,7	122,4	111,7	122,5	111,8	123,5
55-59	97,5	105,5	99,6	108,4	101,6	111,5	102,7	114,4
60-64	76,3	82,3	79,5	86,3	82,5	90,4	86,7	94,4
65-69	55	64,2	57,3	66	60,3	68,1	63,5	71,1
70-74	41,1	52,9	41,2	53,9	42	54,1	43,1	55,1
75+	56,2	83,7	56,2	85,5	57,6	86,2	57,6	88,3
Jumlah/	1.815,50	1.789,40	1.828,50	1.801,00	1.840,50	1.811,70	1.852,60	1.822,20

Source : Badan Pusat Statistik Yogyakarta City, 2013

Population by age and gender in Yogyakarta City is highest in the age group of 20-24 with 51,984 people and the percentage of the number of men was as many as 25,165 people while women are as many as 26,819 people. Meanwhile the population by the lowest age group was in the age group 70-74

with a total population of 7,503 with a percentage of 3,043 men and women of 4.460 people.

3. Political Social Condition of Yogyakarta City

Since the official establishment of the city of Yogyakarta on February 13, 1947, there are 7 mayors that served as regional heads of the second level under the Governor. The Mayor of Yogyakarta was held by M. Enoch (May 1947-July 1947) and then it was continued by Mr. Soedarisman Perwokosoemo (July 1947- January 1966). Mayor of the third city of Yogyakarta was Soedjono AY, he served for ten years ie in the period January 1966- November 1975, and then the dedication Soedjono was resumed by Mayor of the fourth of H. Ahmad in the period November 1975- May 1981. Then in the next period, it was Soegiarto (1981-1986) one period, then the next period was namely Djatmiko D in the year (1986- 1991) one period, R Widagdo served two periods namely in 1991-2001. Herry Zudianto also served two periods of leadership in 2001-2011. As the period of 2011 until now, the seat of Mayor of Yogyakarta City in the office was by Dr. H. Haryadi Suyuti.

The plenary meeting of the General Election Commission of Yogyakarta City on Thursday 29 September 2011 establishes Haryadi Suyuti and Imam Priyono as the Mayors and Vice Mayor of the Voters. Both of them managed to collect 48% of the votes (97,047 votes) over the votes of Hanafi Rais and Harjiun Ismail was 41% and while the votes of Zuhri Hudaya and Aulia Reza Bastian earned only 9.73% of the votes. Haryadi Suyuti and Imam Priyono are supported by two major political parties in Yogyakarta namely Golkar and PDI Perjuangan. In their campaign, Haryadi Suyuti and Imam Priyono carry the vision to realize Yogyakarta city as a city of the quality education and the inclusive culture-based tourism, and environmentally friendly service center, and people's economy (Hartawati, 2014).

Over time, the performance of Mayor and Vice Mayor of Yogyakarta City gets the spotlight on the procurement of official cars by allocating funds of 1 Billion that Haryadi Suyuti get All New Accord car service for Rp 550 million and Imam Priyono gets car service Mitsubishi Pajero for Rp 450 Million. Both cars had been in use since July of 2013. In addition, the performance of the spotlight is also where the Mayor of Yogyakarta gets a second warning letter from the Provincial Government of DIY to immediately submit LPJ 2012 APBD. If LPJ is late, the Government of Yogyakarta threatens the loss of the balance funds of 500 Billion.

Yogyakarta city parliament also admits the difficulty to meet with the Mayor of Yogyakarta.

After seeing the problems that occur during the leadership of Haryadi as the Mayor of Yogyakarta, it reaps the criticism from the various circles such as the community and even the palace companions also criticizes the performance of Haryadi Suyuti and Priyono as it is known that the palace companions are the main supporters of the couple Haryadi and the Imam. And among the community, the choir action is in front of the house of Mayor Haryadi Suyuti's office that the song is as a form of satire for Haryadi Suyuti and Imam Priyono as said by the coordinator of the action Agung Kurniawan. He says many problems faced by citizens, But the Mayor never attends, therefore the community does the stages of an action.

4. History of Printed Media in Yogyakarta

A. Harian Jogja

PT Aksara Grafika Utama in Pulogadung, Jakarta and PT Solo Grafika Utama in Solo were also built to support the operation of all the subsidiaries. Finally, it was established PT Aksara Dinamika Jogja that published Harian Jogja. The Harian Jogja was first published on May 20, 2008 in Yogyakarta with the circulation area of DIY Province, Purworejo, Magelang.

The beginning of the establishment of Yogyakarta is Y. Bayu Widagdo before serving as Deputy Chief Editor of Harian Jogja. He was an editor in Business Indonesia which was then given the trust by the board of directors of Bisnis Indonesia to initiate the establishment of a local newspaper in Yogyakarta. Harian Jogja was formed to provide the local educative news for the local community of Yogyakarta that has encouraged Indonesian Business to explore the establishment of a new local media.

For business Indonesia, the local readers must be more searching, pursuing, and appreciating the local issues that occur in the area without always facing a national issue that is geographically not closed to the local community. The local community itself must be media literature and open to the growing media exposure. DIY province is chosen because the province is seen to have the dynamics in the aspect of socio-culture in the community. The DIY community still adheres to the culture. In daily life, it is not resistant to the other cultures and habits that mostly come from the crew students. In addition, the DIY community is considered not to get a supply of the information that really educates and "Apa Adanya/what's for".

The formation of new media is quite fast because only in a matter of months, ie in the week 3-4 of April 2008, the journalistic

training for editors and new reporters is located in Kaliurang. It has netted 24 new reporters. At that time, also the direct journalists were asked to determine the contents and appearance of the new media. There had been several suggestions of media names that surfaced including Gema Jogja and Jogja Newspaper.

Harian Jogja as a newspaper that has just published is trying to serve the entire segmentation of readers especially the most productive readers 30-39 years old with the profession of employees and employers. Harian Jogja in his rivalry with the established local newspaper is trying to become an alternative newspaper for readers of Jogja and its surroundings. The circulation of 21,000 copies in its first half year is believed to be a positive response from the public and customers. Harian Jogja is now targeting the segmentation of the young intellectual readers by favoring its website products. From day to day, the growth of website readers shows a positive trend. As for the types of reader, Types of reader :

- 1). Readers are productive
- 2). Young readers in Harian Jogja are strong enough and they tend to follow the sports news as the main reading option.
- 3). Readers tend to be critical of news items. They enthusiastically comment on the public issues via SMS sending to the editor.

- 4). The reader perceives daily Jogja as a new newspaper that can capture the meaning of the uniqueness of Jogja.

B. Kedaulatan Rakyat

Kedaulatan Rakyat is a local newspaper published in Yogyakarta which is also the oldest newspaper (published since 1945). It grows and grows together and has become an integral part of Yogya society. As the time passes, the heterogeneous Yogya community as well as the tight competition, requires the proper positioning. Kedaulatan Rakyat should be the "Koran nya Rakyat". In this case all circles are not just the parents' newspapers such as the tendency.

Kedaulatan Rakyat (KR), founded H. Samawi and H Soemadi Martono Wonohito, is a daily newspaper published in Yogyakarta. KR was published since 27 September 1945. KR newspaper company is led by H. Soemadi M. Wonohito. KR newspaper publishes every day with the number of pages originally only 16 pages, but it adds to 24 pages and circulation is more than 125,000 copies.

The motto of the Kedaulatan Suara is "Hati Nurani Rakyat". Kedaulatan Rakyat that first was published on 27 September 1945 was the second newspaper after the newspaper with the Java language

called "Sedya Tama" which was published every two weeks. When the Sedya Tama newspaper was first banned by The Japanese occupation troops, the Japanese army established a printing press and published a 'Sinar Matahari' newspaper. It was encouraged the desire to publish its own newspaper by the Government of Indonesia, the sun newspaper that works Indonesian people, on the idea of H. Samawi and H Madikin Wonohito then stands the printing and the daily Kedaulatan Rakyat. The name of the daily "Kedaulatan Rakyat" is taken from the 1945 Constitution paragraph 4.

This Kedaulatan Rakyat was never a shortage of news every day, but it is always excess of the news. For the news from abroad, of course for up-to-date, the journalists do not have to cover directly in the area. They just need to contact the ANTARA office. The news should only be written by journalists, but there are the certain rubrics that accept the writing from outside the KR itself such as the opinion or the rubric of the "Suara Kampus" which is usually filled by students.

The presentation of the news Kedaulatan Rakyat makes the sub-news topics such as the examples news about politics in Yogyakarta like the news coverage of the election campaign for mayor of the city of Yogyakarta on the column. Because any activity in the

city of Yogyakarta which is becoming trending topics is always placed on the column then the news about health, news about tourism in Yogyakarta, news about the economy, education and news about the Kedaulatan Rakyat also participate in supporting of the educational programs for children and adolescents with how to make a rubric of education for teenagers who love to write and compose.

C. Radar Jogja

Radar Jogja Newspaper is a supplement from the Java Pos Group Daily which has the market or a distribution area in Yogyakarta and surrounding area under shelter of parent company Java Pos Group. The Java Pos newspaper was established July 1, 1945 under the name of PT Java Pos Concern Ltd. The oldest newspaper in East Java was founded by Soesono Tedjo (The Chung Sen a media entrepreneur).

Early November 1997, the Java Pos attempted to create a new look by giving the new additional portions for DIY and Central Java news split into two pages for Central Java-Semarang and the other for Jogjakarta and Solo news pages. The reason for this development is that the city is regarded as the largest city known as a trading city and the event that is certainly very diverse especially to its many potential

customers. Then, the Jawa Pos changed its appearance again. Every marketing bureau gets the power of managing newspapers containing coverage of the area. The newspaper is called "Radar" which means information or news about the territory of the daily newspaper itself and its last name depending on the name and region such as "Radar Semarang", Radar Solo ", and" Radar Jogja ".

At the beginning of the millennium, Radar Jogja began to change its management, because it must handle itself. In March 2000, Radar Jogja recruited several employees to be placed in the editorial, advertising and administrations section. There are about 20 new people who successfully are recruited and the average education of their diplomas and scholars who come from the region of Yogyakarta. For journalists, they are not required to understand the in and out of journalists, but preferably they have the broad insight and can write news. After recruitment, some old employees are transferred to other divisions. With this change, the pattern of work looks more presentable. From now on, there is a record of the names of journalists and their published works as well as the application of detailed schedules. Since 22 August 2002, Radar Jogja Newspaper granted the right to autonomy to change the new look of the head office of Jawa Pos that is made a new innovation with a new page called "Jogja

Metropolis" which contains local news for Jogjakarta and surrounding areas.

The newspapers circulating in Yogyakarta and surrounding areas are beginning to introduce the national and international stories on pages 1 to 21. The whole process of making this news is the responsibility of the Central Java Post with the name of "Radar Jogja" header no longer "Jawa Pos" because of popularity of Radar Jogja in Yogyakarta and surrounding areas. Meanwhile the page "Jogja Metropolis" becomes the responsibility of management "Radar Jogja" which contains the news of Jogjakarta and its surroundings. After experiencing the various changes, finally the news for Jogja and surrounding areas again are using the header "Radar Jogja" which is the responsibility of management Radar Jogja until now.

The daily newspaper Radar Jogja provides the information or the news that occurs in Yogyakarta and some areas in Central Java. Radar Jogja is trying to be different with other newspapers. The strategy is to present the composition as interesting as possible to capture more Radar Newspaper Jogja that provides the information or news that occurs in Yogyakarta and some areas in Central Java. Radar

Jogja trying to be different with other newspapers. The strategy is to present the composition as interesting as possible to capture more readers. The contents of the page that is the responsibility of the Daily Newspaper Radar Jogja is as follows:

1. Main page

This page contains city and district headlines that are actual and of public interest

2. Sleman – Bantul

This page presents the local or city news around Sleman and Bantul.

3. Business Communication

This page contains the news relating to economics, business, commerce, and relationships.

4. Opinion

This page contains the opinions from readers. This page is expected to be an interaction between readers and readers with Radar Jogja.

5. Kulonprogo – Gunungkidul

This page contains the news from Kulonprogo-Gunungkidul and surrounding areas.

6. Kedu

This page contains the news from Kedu and surrounding areas.

7. Connection

As the name implies, this page contains the news links from the page

8. Sport

This page contains the sports news

As one of the media sections of the newspaper, Radar Jogja has the target types of readers that are almost the same as other local newspapers. The target of readers from Radar Jogja is a productive reader, young readers (teenagers), readers who tend to be critical of the news presentation, and also readers who perceive Daily Radar Jogja as one of the new media that have a special meaning Jogja.