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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, information dissemination, gender

ABSTRAK

Tujuan penelitian adalah untuk mengetahui peran media massa lokal dalam proses sosialisasi kebijakan public. Sebab media memiliki kemampuan untuk menata (men-setting) sebuah agenda terhadap peristiwa ataupun isu tertentu sehingga dianggap penting

oleh publik. Caranya, media dapat menampilkan isu-isu itu secara terus menerus dengan memberikan ruang dan waktu bagi publik untuk mengkonsumsinya, sehingga publik sadar atau tahu akan isu-isu tersebut, kemudian publik menganggapnya penting dan meyakinkannya. Metode dalam penelitian ini adalah kualitatif fenomenologis. Dikatakan demikian karena pendekatan kualitatif pada penelitian ini mempunyai ciri-ciri antara lain mempunyai setting yang aktual, peneliti adalah instrumen kunci, data biasanya bersifat deskriptif, yaitu penelitian yang bertujuan memperoleh deskripsi data yang mampu menggambarkan komposisi dan karakteristik dari unit yang diteliti. Hasil penelitian ini menunjukkan bahwa Kebijakan publik tentang pengarusutamaan gender yang tertuang dalam Inpres No. 9/2000 tentang Pengarusutamaan Gender kelihatannya, paling tidak menurut 5 (lima) media yang dijadikan sample penelitian ini – dianggap tidak memenuhi syarat-syarat tersebut sehingga frekuensi pemberitaan di media massa menjadi sangat jarang kalau tidak bisa dikatakan hampir tidak ada sama sekali.

KATA KUNCI: Kebijakan publik, Media massa, Sosialisasi, 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.