

Local Newspaper Editorial Policy in Reporting the 2020 Sleman Regional Head Election during the COVID-19 Pandemic

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ABSTRACT

The election of regional heads in Sleman is a credibility gamble in proportional reporting. The problem is: what is the editorial policy of Kedaulatan Rakyat and Tribun Jogja in reporting the 2020 Sleman Regency Head Election campaign? The research paradigm is qualitative. The research time is from September 2020 to October 2021. As a result, editorial policies are detected through policies on news values and standards; the process of reporting in the field through independent and collaborative reporting; the news editing process includes content and grammar; as well as the placement of campaign news in regional rubrics and none of them made headlines. The number of political news about the 2020 Sleman Regency Head Election in Kedaulatan Rakyat is more than Tribun Jogja. This proves that there are differences in the editorial interests in political reporting in the two media.

Keywords: *editorial policy, campaign, news, coverage, politics*

1. INTRODUCTION

The implementation of the Regional Head General Election in Sleman Regency which took place on December 9, 2020, during the COVID-19 pandemic has run successfully and smoothly. As is well known, the occurrence of the COVID-19 pandemic has forced the implementation of the Regional Head General Election to be postponed from the original scheduled for September 23, 2020, to December 9, 2020.

The press as one of the important pillars in the context of a democratic country, plays an important role in carrying out the 5 functions of the media, namely as a source of information, education, healthy entertainment, social control, and functions as a business economic institution. In its role as a source of information and social control over the implementation of the Regional Head General Election, the press should

ideally be neutral, impartial, and prioritize the public interest above all interests. This is relevant to the Law of the Republic of Indonesia Number 40 of 1999 concerning the Press.

Various media companies were established in Yogyakarta, both print and electronic media companies. Kedaulatan Rakyat, Tribun Jogja, Harian Jogja, Radar Jogja, and Merapi are 5 daily newspapers that are still published every day and are widely circulated in the community. In addition to print media companies, there are also dozens of radio companies and dozens of television stations with both national and local networks. Of course, the presence of dozens of media companies in Yogyakarta is certainly positive energy to maintain the spirit of democracy both at the local and national levels.

The momentum of the Sleman Regional Head General Election on December 9, 2020, is certainly an interesting study to thoroughly explore the various editorial policy models used by the various media companies in responding to the 2020 Sleman Regional Head General Election campaign. There were three pairs of candidates for Regent and Deputy. The Sleman Regent competes in the competition for the number one and second seats in Sleman Regency. They are: Danang Wicaksana Sulistya-Raden Agus Choliq (coalition of PKB, Gerindra, and PPP), Sri Muslimatun-Amin Purnama (strategic alliance of PKS, Golkar, and NasDem), and Kustini Sri Purnomo-Danang Maharsa (joint of PDIP and PAN). When this research is completed, the final results of the Regional Head General Election have been announced to the public. The result, Dra. Hj. Kustini Sri Purnomo - Danang Maharsa, S.E. who received the support of 217,921 votes (38.46 percent) was entitled to become Regent and Deputy Regent of Sleman 2021-2024. They were able to beat the pair Danang Wicaksana Sulistya, S.T.-Raden Agus Choliq, S.E., M.M. obtaining 171,083 votes (30.19 percent), as well as Dra. Hj. Sri Muslimatun, M.Kes.-Amin Purnama, S.H. with 177,588 votes (31.34 percent).

The existence of the COVID-19 pandemic also affected the level of public participation in exercising their voting rights in the Regional Head Election. As is known together at the end of November 2020, the Governor of DIY issued the Decree of the Governor of DIY Sri Sultan Hamengku Buwono X Number 358/KEP/2020 concerning the stipulation of the seventh extension of the Emergency Response Status for the COVID-19 Disaster in DIY, valid from December 1-31 2020, considering the number of people exposed to the virus. COVID-19 at that time was still high both nationally and in DIY.

On December 9, 2020, the number of confirmed people in Yogyakarta was 7,421 people, 5,162 people recovered, and 155

people died. This number experienced a significant increase on December 31, 2020, it was found that COVID-19 cases in DIY included the number of confirmed people reaching 12,155 people, recovering 8,175 people; and 260 people died.

Based on data from the General Election Commission of Sleman Regency, the number of residents who have the right to vote in Sleman Regency 2020 in 796,926 voters. However, due to the COVID-19 pandemic, only 604,613 people (75.87 percent) exercised their right to vote on December 9, 2020. That is, some voters do not exercise their right to vote: 192,313 people or the equivalent of 24.13 percent. This means that the number of voters who do not exercise their right to vote is still quite high. As is well known, the tug-of-war between political and economic interests in managing the media business often occurs, so this has the potential to disrupt the independence and neutrality of the media in broadcasting the resulting news [6].

Every mass media company (printed) has an editorial policy in the field of news. The problem of this research is: what is the editorial policy of Kedaulatan Rakyat and Tribun Jogja, two local newspapers in Yogyakarta, in reporting on the Sleman Regency 2020 Regional Head Election campaign in the COVID-19 pandemic?

2. LITERATURE REVIEW

Based on the literature review or Systematic Literature Review (SLR) that has been carried out by the research team, the following 7 facts were found[Mac7] [H8] :

First, the interesting research of Wulan Sucika, et al. [13] entitled: Objectivity of Regional Newspapers on Reporting of Candidates for Governor and Deputy Governor of Lampung Regional Head Election 2014 contained in *Sociology Journal* Vol. 17 No. 2 2017. The quantitative research concludes that each assessment of the objectivity of the news carried out by the Lampung Tribune is more neutral because it

does not highlight one of the pairs of Candidates for Governor and Deputy Governor of Lampung 2014. In contrast to Radar Lampung and Lampung Post which are considered to have lower neutrality because they have partiality in aspects of news coverage. This can be analyzed from the amount of coverage, supporting photos, and news presentation of one candidate which is more than the other candidate.

Second, Kanzun Dinan Maulani Heriyanto and Ida Nuraini Dewi Kodrat's research [2] entitled: Editorial Policy on Reporting on Regional Head Election Issues Ahead of the 2018 NTB Regional Head Election in the News 9 TV9 Lombok News Program (in the Regional Head Election Period February 2017 to August 2017). This research has a qualitative descriptive paradigm. As a result, TV9 maintains its neutrality well during reporting on the NTB Regional Head Election, where the decision-makers have emphasized to all TV9 journalists that they do not have any particular political affiliation.

Third, research conducted by Rahma Amin, et al. [4] entitled: Regional Head Elections That Split the Media (Power Relations Behind the Discourse Concession of the 2018 South Sulawesi Governor Election). The qualitative-critical paradigm research was published in the Hasanuddin Journal of Sociology (HJS) Volume 1, Issue 1, 2019. In conclusion, the Makassar Radar Daily and the South Sulawesi People's Daily carried out a self-censorship policy on all news that was exposed to serve the interests of capital in power in the editorial ranks.

Fourth, Supadiyanto's research [8] entitled: Print Media Editorial Management Tactics in Yogyakarta Facing Media Business Competition in the Era of Multimedia Convergence: Case Studies in Harian Kedaulatan Rakyat (KR Group), Harian Jogja (Bisnis Indonesia Group of Media), and Harian Pagi Tribun Jogja (Kompas Gramedia Group) in the Reformation Order. The research has a

qualitative paradigm. As a result, each newspaper has different editorial and corporate policies in responding to the increasingly fierce competition in the print media business. This is taken by their respective editorial ideologies.

Fifth, Supadiyanto's [8] thesis entitled: Implementation of Internet Technology on the Jogja Daily Editorial Policy (BIG Media) in the Reformation Order. The qualitative research paradigm reveals that the internet has had a major influence on the management of the print media business and the editorial policy of the Jogja Daily, especially in the face of the era of mass multimedia convergence. The implementation of the Internet (technology) in the editorial policy of the Jogja Daily during the Reformation Order had a major impact on economic interests in strengthening the network of mass media companies in the era of media convergence, as well as triggering "artificial" commodification, "natural" commodification, "relative" exploitation, and "absolute" exploitation. "Simultaneously" to the media workers of Harian Jogja—even though they don't realize it.

Sixth, Johnny Samuel Kalangi's research [1] entitled: Freedom of Reporting in Regional Newspapers in the Era of Simultaneous Regional Head Elections. Qualitative research dissects the reporting model for the 2015 North Sulawesi Governor Election in the Manado Post Newspaper, Manado Comments, Manado Tribune, and Sindo Manado. It turned out that all of these newspapers were incomplete in presenting journalistic rules so the objectivity and neutrality of the media were disturbed.

Seventh, Muhammad Tariq's research [9] takes the title: Professionalism of Local Journalists in Covering the General Election of the Regional Head of North Sumatra. The research contribution emphasizes that journalists in North Sumatra still have sided with certain groups or candidates based on ideological similarities. This makes the

media not neutral in reporting the Regional Head Election there.

The research entitled: Local Print Media Editorial Policy in Reporting on the 2020 Sleman Regional Head Election Campaign amid the COVID-19 Pandemic has differences from the results of previous research because this research focuses on a special study in the field of media policy owned by *Harian Kedaulatan Rakyat* and *Tribun Jogja* in reporting Sleman Pilkada campaign, which was attended by three pairs of candidates, which took place during the COVID-19 pandemic. The power of the elected Sleman Regent and Deputy Regent (2021-2024) cannot serve for 5 years as before, because in 2024 there will be a national simultaneous Regional Head Election, following the latest electoral regulations in the country.

3. RESEARCH METHODS

This research paradigm is qualitative-descriptive. Primary data on media editorial policy was obtained from the results of in-depth interviews with the Chief Editor of the *Kedaulatan Rakyat* (Octo Lampito) and the Manager of *Tribun Jogja* (Sigit Widya). The two newspapers were chosen purposively by the research team because they are the two media with the most (influential) readers in Yogyakarta. Primary data was also obtained from observations, and Focus Group Discussions which were held online using the Zoom application considering the atmosphere of the COVID-19 pandemic. This was done as a form of confirmation and affirmation of the development of research results while at the same time getting various inputs from colleagues as well as from the two main sources of the research so that the results were more optimal.

Secondary data was obtained by conducting a literature review (systemic literature review) and analyzing the news that had been published in the two newspapers. Data collection techniques were carried out by interviews, observations, FGDs, and

literature review as well as news analysis. From the data obtained above, then the data is analyzed by performing data reduction; then classification/categorization is carried out based on the topic and research needs, and then a comprehensive conclusion is drawn. The time of the study was carried out from November 2020 to November 2021.

4. RESULTS AND DISCUSSION

4.1 Brief Profile of the *Kedaulatan Rakyat* and *Tribun Jogja*

Kedaulatan Rakyat is the oldest newspaper in Indonesia, which was first published on 27 September 1945 until now. The slogan of this newspaper is Voice of the People's Conscience which is listed right below the newspaper's trademark on the cover/front page. In addition to being published in print, now *Kedaulatan Rakyat* is also published in an electronic newspaper version (e-paper) and also in online media, namely: <http://www.krjogja.com> and <http://kr.co.id> e-newspaper. mail: scriptkr@gmail.com. The pioneers of this newspaper were H. Samawi (1913-1984) and M. Wonohito (1912-1984). Press Publishing Business License No. 127/SK/MENPEN/SIUPP/A.7/1986 dated December 4, 1990, and became a member of the Press Company Union with ISSN: 0852-6486[Mac11] [H12].

Currently, the General Manager and Managing Director of this media is M. Wirmon Samawi; Editor in Chief/In Charge: Octo Lampito; and the Advisor: Idham Samawi. The editorial address is: Jalan Margo Utomo 40 Gowongan Jetis Yogyakarta. Sovereignty of the People has 7 bureau and representative offices, namely: Jakarta, Semarang, Banyumas, Klaten, Magelang, and Kulonprogo, and Gunungkidul. Each edition, on average, is published with a total of 16 pages (6 columns). Meanwhile, *Tribun Jogja* is a daily newspaper published in Yogyakarta with a circulation of 65,280 copies per day, while the circulation is 68,000 copies per day. This

newspaper belongs to the Kompas Gramedia Group. Its head office is located in the city of Yogyakarta (Jalan Jenderal Sudirman 52 Yogyakarta). This newspaper was first published on April 11, 2011. Daily Morning Tribune Jogja received a silver medal (silver) award as a daily newspaper with the best facial appearance in the Java region on February 7, 2012, at the Indonesia Print Media Awards (IPMA) & Indonesia Inhouse Magazine 2012.

4.2 The Editorial Policy of Kedaulatan Rakyat and Tribun Jogja in Reporting the 2020 Sleman Regency Election Campaign

There are three pairs of candidates competing in the 2020 Sleman Regency Head Election. They are: Danang Wicaksana Sulistya-Raden Agus Choliq (supported by PKB, Gerindra, and PPP), Sri Muslimatun-Amin Purnama (PKS coalition, Golkar, and NasDem), and Kustini Sri Purnomo-Danang Maharsa (a joint venture between PDIP and PAN). As is known, there is 1 incumbent who advanced in the 2020 Sleman Regional Head Election, where Sri Muslimatun at that time was still in the position of Deputy Regent of Sleman. Meanwhile, Kustini is the wife of Sri Purnomo, who at that time was the incumbent Sleman Regent.

Based on the results of research conducted by the research team on the editorial policy of the Kedaulatan Rakyat, the following facts were obtained[Mac13] :

First, the editorial of the Kedaulatan Rakyat is "neutral-objective" towards the three pairs of candidates. This means that there is no formal binding cooperation in terms of reporting. This was confirmed by Octo Lampito, Chief Editor of Kedaulatan Rakyat. However, the collaboration in placing campaign advertisements is precise with the Sleman Regency General Election Commission, because the agency advertises the Sleman Regional Head Election for three pairs of Sleman 2020 Regent and Deputy Regent candidates simultaneously during the open campaign through mass media.

Meanwhile, in the Jogja Tribune, Sigit Widya (Tribun Jogja Reporting Manager) stated that the newspaper had a collaboration in reporting on two pairs of candidates; namely candidate pair number 1 (Danang Wicaksana Sulistya-Raden Agus Choliq) and candidate pair number 3 (Kustini Sri Purnomo-Danang Maharsa). The cooperation is written, binding, and has many terms agreed upon between the two parties; namely the editor of Tribun Jogja and the pairs of candidates represented by their respective success teams. This was explained by the Tribun Jogja News Manager.

To make it easier for the editorial policy model on Kedaulatan Rakyat and Tribun Jogja, it is presented through the following four main substances: 1) policies on standard news values in the two media; 2) the reporting process in the field is carried out in two ways; the first is self-reporting, and secondly work with the candidate's success team; 3) news editing process includes content (substance) and writing (spelling and grammar); 4) there is a placement of news in the regional rubric, the majority of which are placed on the inner pages (two, three, four), and during the open campaign period in the mass media, no news findings regarding the 2020 Sleman Regional Head Election became the main news (see Figure 1).

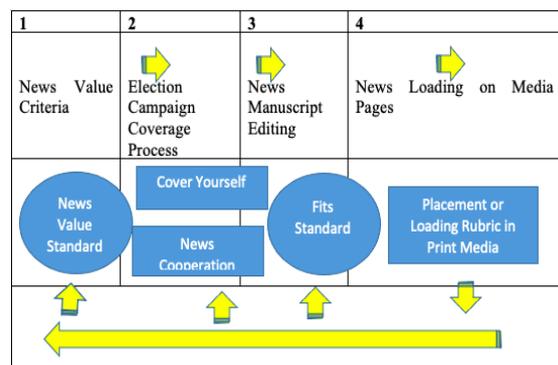


Figure 1: Editorial Policy of e Kedaulatan Rakyat and Tribun Jogja in Reporting on the 2020 Sleman Regional Head Election

Campaign. Source: processed from primary data (2020)

1. Policy on News Value (news value)
Media Standards (Print)

Every media industry (print) has a policy or rule of the game, in the form of company policies in the business field, and management policies that make their goals achieved. These include production policies, marketing, and advertising policies, and content and appearance policies. The fields of production and marketing, as well as advertising, are "firm" business areas that are clearly "black and white"; while the field of content and appearance is an area that concerns media idealism, which is directly related to editorial policy. It is in this field that the real domain of editorial policy lies.

It turns out that the editorial policy of the local (print) media, Kedaulatan Rakyat and Tribun Jogja, has its variations of the formulation; although the essence is the same. Kedaulatan Rakyat puts forward the values of neutrality and independence without any more bargaining. That the editorial office becomes an autonomous space for journalists to demonstrate their freedom of the press. Advertisers or candidate pairs' success teams are allowed to advertise in the People's Sovereignty, but they cannot influence the editorial policy of the People's Sovereignty. This is reflected in the statement made by the Chief Editor of Kedaulatan Rakyat:

"Our measure is news value. First, actuality. New or current news is of course prioritized over the previous day/time news. Second, is the quality of the content or content, For example, the work program of the candidate pair. There will be competition among candidates. Some are deep, some are shallow. We try to find and at the same time explore program content that is more weighty, quality, better or somewhat broader, or more in-depth. In this way, objective means more quality content" (interview with Octo Lampito, March 18, 2021).

In contrast to the attitude of the editor-in-chief of Kedaulatan Rakyat, the news manager of Tribun Jogja revealed that Tribun Jogja has a cautious attitude in broadcasting news with political nuances so that the number of news broadcasts on Tribun Jogja is less when compared to editorials in other media. This is reflected in the experience of the 2014 general election and the 2019 general election which has divided community groups nationally, where the impact is still being felt today.

The opinion of the Tribun Jogja News Manager:

"If we set it earlier, it would be useful. How many readers if for the majority of readers. News there are many. You prefer to be more useful to the reader. When I later resigned, I didn't ask for it. I hope I stay here. But we have nothing to understand tomorrow. But that doesn't mean we're not bad news. Pettarani can be good news without accommodating the interests of certain parties. We must keep our faith. Because we have to uphold we bring coolness in Pilkada. But that you have to be proud of the program, yes you have to be like that because you are a candidate[Mac17]" (interview with Sigit Widya, News Manager of Tribun Jogja, 10 March 2021).

2. News Reporting Process in the Field

The news coverage process in the field is carried out in two ways; the first is self-reporting and the second is working with the candidate's success team. Sleman Regency is one of the regencies in the Special Region of Yogyakarta Province which conducts regional elections simultaneously nationally. In addition to Sleman Regency, other regions in DIY that are holding local elections are Gunung Kidul Regency and Bantul Regency; and Klaten Regency which is adjacent to Sleman. The "narrow" coverage of the Regional Head Election area makes Sleman, not the main one, a coverage area for the two media. This means that Sleman is only one of several districts that hold Regional Head

Elections; others are still given a relatively equal portion of coverage, and it can be even bigger.

The Chief Editor of *Tribun Jogja* confirmed this. *"In Sleman, we collaborate with two candidate pairs, one Kustini-Danang, who is now winning. The other is Danang Wicaksono-Agus Kholiq. In the memorandum of understanding (MOU) it was agreed that this is allowed, this is allowed, this is not allowed. If you agree, please sign. If you don't want to, then our agreement will be canceled. From the Jogja Tribune, so. Because I control myself. [Mac18] [H19] I discussed with Sri Purnomo and his son, Raudi Akmal as the Head of the Kustini-Danang Success Team. The deal is this, yes it has to be this. If you agree, please sign. If you don't agree, the deal is void. Because there is a bigger one, especially in business, namely the Klaten Regency Head Election. We also cooperate with candidate pairs in Klaten Regency, with a nominal amount that is larger than Sleman (interview with Sigit Widya, News Manager of Tribun Jogja, March 10, 2021)."*

Substantively, the Sleman area is classified as "small" and the collaboration of the *Jogja Tribune* with more than 30 pairs of candidates in Sleman, as well as the collaboration of the *Jogja Tribune* with the candidate pairs in Klaten which is relatively more classified as "large" makes the coverage area of Sleman [Mac22] [H23] remains small, meaning the amount of news is (very) so little. *Tribun Jogja* does two types or methods of reporting. First, the reporting itself is programmed by the editor and carried out by field reporters. Second, is the coverage of cooperation with candidate pairs, and there is content called a news list which is collaborated to be processed into news (products). Strictly speaking, substantively, there is an opportunity for the two pairs of candidates who are collaborating with the *Jogja Tribune*, to be reported with more frequency/amount; compared to the

candidate pair number two. There is no formal news collaboration.

Different conditions were carried out by the editors of *Sovereignty of the People*. Formally officially, the *People's Sovereignty* provides relatively equal portions for reporting on the three pairs of candidates. The *Regional Head Election* is a political event. Standard information gathering – for the three pairs of candidates – has been implemented. In certain cases, such as the visit of the candidate pair to the editor, it is an opportunity to collect more information. Considering that the resource persons who come have the competence to explain in more detail the work program or activity that is planned and/or promised to be carried out when elected, later.

The following are the results of the interview with the Chief Editor of *Kedaulatan Rakyat*: Coverage of *Kedaulatan Rakyat* in three locations in DIY; namely Sleman, Gunungkidul, and Bantul. *"Whatever is covered, because it is a democratic process in a special region or region, namely the DIY province more specifically Sleman. The event of the Regional Head Election is one of a series of processes in the big frame of the Indonesian state, namely the General Election or Regional Head Election, to practice democracy and create accountable regional leaders. Example. Candidate pair number 2, Muslimatun-Amin came to the editorial board of Kedaulatan Rakyat. The editor will dig (hook) a lot of information from the candidate pair and their success team. Will the results, automatically, be published as campaign news? Can not. We didn't stop there. We tried to dig again; First, look for other sources that can complement the program information discussed by this pair of candidates with the editors. For example, from a successful team, or a program from another candidate pair whose content is almost the same. Then explore what the difference is; where is the characteristic; is there any added value to the program presented by this pair of*

candidates? (Interview with Octo Lampito, Chief Editor of the People's Sovereignty, 18 March 2021)

This means that “pieces” of information from key informants, such as candidate pairs/success teams, still need to be added to “snippets” from other news materials. Like other interviewees, even political figures and economic figures who have the scientific capacity to comment - critically and constructively - on work programs put forward by candidate pairs. Like the candidate pair number 2, Muslimatun Amin Purnama. In this case, there are five types of sources/news sources. Namely: a) Candidate Pairs/Success Team for Candidate Pairs, b) Regulators and Supervisors: KPU and Bawaslu of Sleman Regency, c) Figures (elite) of local, regional, national political parties, d) political, economic, social experts or scientists; e) The general public/potential voters for the Regional Head Election. Candidate pair number 2 (as in the example mentioned in this example) is the first main resource person who makes (creator, actor) news or events of the Regional Head Election campaign.

3. News Editing Process includes Content (substance) and Writing (Spelling and Language);

After the content/substance of the news is obtained as a result of interviews and coverage in the field, the news script is made by the reporter; edited by an editor, and given a plot where it will be published in the media by the chief editor of the media. Several considerations in the editing process, especially regarding the content of the news substance, and the second is the standard writing style according to the writing style of the news in each media. First, about the substance of the news. The process of editing the substance of the news has started since the news was planned by the editors through regular editorial meetings. In editorial meetings, in general, it is planned that the news to be covered and the sources to be

interviewed have been determined in advance. This determination is temporary. In fact, after being covered and then written down, it can be seen that the actual "weight" and "weight" of the substance of the news content can be known; categorized as "ordinary" or "large". Both news has the same standard editing process. The second is standard writing. *Kedaulatan Rakyat* and *Tribun Jogja* already have a distinctive style of writing; done by the editor. After the news script is finished and submitted (editor), the editor will edit it from the aspect of grammar and substance, so that it has the distinctive taste of the media. In general, after editing, the script is expected to be ready to be eaten or enjoyed by the reader. The content is communicative and the language is appropriate; have no "handicap" in the language.

“The following is the opinion of the Chief Editor of Kedaulatan Rakyat: We use the usual standard of coverage. With the intensity and momentum of the Regional Head Election, of course. Then the results are published on Kedaulatan Rakyat page, especially the Sleman Pages Rubric. A campaign is certainly an interesting event. There is news about this Regional Head Election, which is then published as a headline (news on page 1). Both during the campaign, also at the time of voting or voting. Whether the campaign influences the success of the candidate/candidate pair in getting or gaining votes is a matter of trust. Or the credibility of the candidate pair in the eyes of the voters or their constituents (Interview with Octo Lampito, Chief Editor of Kedaulatan Rakyat, 18 March 2021).

The opinion of the Chief Editor of the *Tribun Jogja*. Substance, there are two to avoid. *“But there are two things that are not for us. One, claims. For example, Kustini-Danang is supported by PDIP. Then PKB, Gerindra supports Agus Kholik. But there is also Mulia Muslimatun Amin Purnama who was promoted by Nasdem, Golkar and PKS. In the background, Muslimatun is Fatayat.*

Then there are claims like this, this Fatayat is supported by Kustini Sri Purnomo-Danang, because it is an individual, so it cannot be beaten equally by all organizations. I don't want to be like that. The first news claims. The 2nd news strikes. In practice, after the road. So there are 2 news sources, one we cover ourselves, the second is that they send a list of news. Most of them send a list of claims and attacks. I flatly refused. Try opening the MOU again, if you still deny it" (Interview with Sigit Widya, News Manager of Tribun Jogja, 10 March 2021).

With these two standards, a news item is ready to be "loaded" in the media, according to the plots owned or allocated by the editor-in-chief of the media concerned.

4. The Process of Placing News in Media Page Plots

The process of placing the usual news in the regional rubric on the inner page (two, three, four) (the majority). In the research team's search, both in the People's Sovereignty and the Jogja Tribune during the open campaign period in the mass media, no news of the Sleman Regional Head Election campaign was found as the main news, which is located on page 1.

Placement of news in the "storefront" or "room in" printed edition newspapers is the responsibility (authority) of the editor. The general rule is that ordinary news enters routine plots in the "inner room", while high-value news or headlines can enter the "storefront" on the first page of the daily newspaper. Kedaulatan Rakyat calls the "big" criteria a collection of high news values, namely the value of actuality and the value of the content or large content. If it meets these two main criteria for news value, a news story from a candidate pair's campaign has the right to be "first" in the headline of Kedaulatan Rakyat one day. during the election campaign period (Sleman). The rest, on the inner page; is the "ordinary" category.

The situation is different from the editorial policy of Tribun Jogja. Tribun Jogja is more concerned with the "reader market"

as one of the considerations. Namely the geographic market for readers in the DIY (5 regencies/cities) and three regencies in the southern part of Central Java (Magelang, Purworejo, and Klaten). Why because these three regencies in the southern part of Central Java are oriented to Yogyakarta. The rest is the technical process of editing the content/packaging of news and placing news products in the print lots of the daily newspaper. Here are the opinions of two media leaders.

According to the Chief Editor of Kedaulatan Rakyat: *"Page 1 or the Kedaulatan Rakyat headline contains the main news. To qualify for the headlines, the editors consider field coverage on major issues or programs promoted by three pairs of candidates. On that basis, in the editorial meeting, it is determined which content deserves to be made the headline; and which content is sufficient to be contained in an ordinary "regional" page – like the Sleman page earlier. This process is carried out according to Kedaulatan Rakyat reporting standard, which is understood by all reporters and editors. That is, there is an understanding of all the reporting crews and editors, about what content or (large) content deserves to be a headline (every day). And which one is normal or just enough, so that it looks like it's on the inside page and becomes a small piece of news. The editor will frame, or make efforts to package all events-as the main material for news-to be published into news that is ready to be eaten by readers"* (Interview Octo Lampito, Chief Editor of Kedaulatan Rakyat, 18 March 2021)

In the opinion of the Tribun Jogja News Manager, the holder of the authority for editing and placing news lots on the printed media page of Tribun Jogja. Central Java, Magelang Market, Purworejo, Klaten entered us.

"The rest is the Central Java Tribune. Because of what? Because these 3 areas are the mecca of Jogja. So what, also media journalists. Now that's into the editor the first

filter. So actually the assignment is to the editor and the editor should not protest. Because for certain purposes. That's for certain conditions of life and death, unfortunately, the value is in my hands and not the editor's. So their fate, let alone reporters who are still on contracts. think it or not, is in my hands. It means me, and not in the editor; and all sorts of me the signature, not the editor". (Interview with Sigit Widya, News Manager of Tribun Jogja, 18 March 2021)

As can be seen in the published (finished) news products, the majority of the news is placed in inner-page lots. There was not even any news about the Sleman 2020 General Election campaign that managed to occupy the headline on the first page. Even for the Tribun Jogja, there were no headlines during the Sleman General Election campaign period, which took place from November 22 to December 5, 2020.

5. CONCLUSION

From the explanation and discussion, it can be concluded as follows: 1) the policy regarding the standard news value of the two media is substantially the same, varying in its formulation; namely Kedaulatan Rakyat has the value of actuality and content/substance of the news, and Tribun Jogja has the main objective and benefit for the reader; 2) the process of reporting and searching for news in the field -for Tribun Jogja media- is carried out in two ways; the first is self-reporting; and secondly working with the successful team of the candidate pairs; while the Kedaulatan Rakyat tends to be carried out in a standard manner, that is, it is carried out by the editors and reporters themselves; 3) the news editing process includes the same content (substance) and writing (spelling and language) for Kedaulatan Rakyat and Tribun Jogja; 4) the placement of the results in the form of news (products) is usually placed in regional rubric plots on the inner pages (two, three, four) (the majority), and from news

analysis, none of them are positioned as headlines or headlines are located on page 1.

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