



Press Control Function of the Surat Kabar Harian (SKH) Rakyat Sultra on the Kendari City Government's Flood Disaster Management Policy

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ABSTRACT

Prolonged, high-intensity rain caused floods that hit almost all regions in Indonesia, and damaged many of the residents' facilities, including government public facilities, such as breaking bridges between one village and another or one sub-district and another. As a result of the flood, quite a few members of the farming community lost their livelihoods because their rice fields were damaged by the flood, and quite a few of them also lost their homes because they were swept away by the flood. Flood disasters not only hit rural areas but also hit almost all urban areas in Indonesia, including Kendari City the capital of Southeast Sulawesi Province. It never escapes flood disasters every time it rains with high intensity. The overflow of two large rivers, namely, the Wanggu River and the Sampara River, who's downstream is in Kendari City, means that Kendari City never escapes the threat of flood disasters. The problem approach used in this research is a normative juridical approach and an empirical juridical approach. One of the results of research and discussion is that the Surat Kabar Harian (SKH) Rakyat Sultra carries out the press control function, as stated in the Basic Press Law No: 40 of 1999 concerning the Press in the environmental sector, especially in terms of voicing the problem of dealing with floods which continue to hit the people of Kendari City, in every rainy season with high intensity, it is not yet optimal. Even though in other fields such as Education, Business, and Politics it has done its best, because of the special rubrication that has been prepared and one of the conclusions is that the Surat Kabar Harian (SKH) Rakyat Sultra should make environmental issues, especially the problem of handling floods in Kendari City, the main issue. Apart from witnessing the problem of floods continuing to inundate residential areas of residents every rainy season with high intensity, which causes residents' facilities to be damaged due to being submerged in floods, the impact of the floods themselves can be felt directly by media activist journalists, in several sections When there is heavy rain, roads in Kendari City cannot be passed by motorized vehicles because they are flooded with water that reaches the height of an adult's thighs.

Keywords : Flood Disaster, Kendari City, Media Press Control, Policy, Surat Kabar Harian (SKH) Rakyat Sultra

I. INTRODUCTION

Prolonged, high-intensity rain caused floods that hit almost all regions in Indonesia, and damaged many of the residents' facilities, including government public facilities, such as breaking bridges between one village and another or one sub-district and another. As a result of the flood, quite a few members of the farming community lost their livelihoods because their rice fields were damaged by the flood, and quite a few of them also lost their homes because they were swept away by the flood.

Flood disasters not only hit rural areas but also hit almost all urban areas in Indonesia, including Kendari City the capital of Southeast Sulawesi Province. It never escapes flood disasters every time it rains with high intensity. The overflow of two large rivers, namely, the Wanggu River and the Sampara River, whose downstream is in Kendari City, means that Kendari City never escapes the threat of flood disasters.

In addition, the behavior of community members who are not environmentally friendly, cutting down trees in protected forest areas, uncontrolled mining activities, and people's lifestyles which involve dumping rubbish in any place, even blocking waterways, are also some of the biggest contributors to the occurrence of flooding. Residential areas of Kendari City during each high-intensity rainy season.

To answer the problem of flooding in Kendari City, it is very necessary to take the Kendari City government's policies in the field of good environmental planning and management. The Kendari City Government should focus more on handling the problems of its residents, especially regarding handling floods which often hit residential areas,

rather than building a new mayor's office mega project with the construction of a 9-story building, spending a budget of Rp. 270 billion, because the old office facilities are still very suitable for use in providing services to the community.

One of the Kendari City government's policy efforts is to build a retention pond located on Jl. Kendari City Boulevard to reduce the discharge of the Wanggu river during the rainy season, has not been able to answer the problems of Kendari city residents regarding flooding. Residents of Kendari City are still haunted by disasters every time it rains.

Disasters are events or series of events that threaten and disrupt people's lives and livelihoods caused by both natural and/or non-natural factors and human factors, resulting in human casualties, environmental damage, property loss, and psychological impacts. Mitigation is a series of efforts to reduce disaster risks, both through physical development and awareness and increasing capacity to face disaster threats. For this reason, everyone is obliged to carry out disaster management activities and provide correct information to the public about disaster management.

In line with this, the press is an equal partner of the government by the provisions of Law No. 40 of 1999 concerning the Press, with its five functions, including:

1. The press as an information medium

The press as mass media has the main task, namely to inform various information to the public. This variety of information can be in the form of oral, written, or live broadcasts related to political, economic, health, environmental, social, and cultural news.

2. The press as education

The press can also educate and provide broad insight to its viewers. This education can take the form of documentaries, interviews, stories, articles, and various other forms.

3. The press as a medium of entertainment

Apart from educating the public, the press also has the function of providing entertainment to its viewers by broadcasting short stories, poetry, comics, sports, drama, films, music, podcasts, and various others. Of course, this entertainment must meet certain requirements so that it does not violate the law, human rights, and Pancasila values.

4. The press as a medium of social control

The press can play a role in social control, this is written in Law Number 40 of 1999 Article 6-point d which reads "To carry out supervision, criticism, correction and suggestions on matters relating to the public interest". This social control is also useful for connecting the government with society. For example, society can monitor if there are violations of human rights, protection of power, crime, and economic threats, whether by the government or by society.

5. The press as a medium for economic institutions

The press can also take economic advantage in business, such as distributing paid advertising in various types and forms. So, on that basis, the media, through its information and social control functions, should be able to become a mouthpiece or liaison tool for the government.

With its information function and control function, the press has sufficient capacity to voice what the people are suffering and convey it to policymakers, in this case, the Kendari City government, through press work, (the news they write) so that the Kendari City government can take action. development policy steps to handle flooding which continues to be a problem for Kendari city residents every time it rains.

Surat Kabar Harian (SKH) Rakyat Sultra as one of the largest local print media in Kendari City, with the slogan it carries, understands Southeast Sulawesi best, is expected to be able to explain this slogan by becoming a public mouthpiece for the government, so that the government can implement development policies that truly side with the interest's society is the main priority scale, instead of supporting government policies in pursuing project profits and then ignoring the suffering of its people.

II. RESEARCH METHODS

2.1 Research Location

The research location chosen is the Surat Kabar Harian (SKH) Rakyat Sultra Office located at Jl. Sheikh Yusuf No. 76 Korumba Village, Mandonga District, Kendari City, Southeast Sulawesi Province. Considering that the Surat Kabar Harian (SKH) Rakyat Sultra is one of the local print media which has the largest number of readers in Kendari City and is evenly distributed throughout 17 District Cities throughout Southeast Sulawesi. and relevant to the problem the author will research, by observations so far. This research has a legal object, both law as a science or dogmatic rules, as well as law relating public life to the behavior of the press.

2.2 Data Types and Sources

The problem approach used in this research is a normative juridical approach and an empirical juridical approach. The normative juridical approach is a theoretical approach using literature study which is guided by books or legal literature, and regulations related to the problems discussed in this research. Meanwhile, the empirical juridical approach is a research method carried out to obtain primary data.

1. The data sources used in this research are primary data and secondary data. Primary data is data obtained directly in the field by researchers as an object of writing. This data was obtained through interviews as support for this research.
2. Secondary data is that which researchers do not directly obtain from direct sources, but from other sources of information such as documents. This data was obtained using literary studies of many books and journals and recordings related to the research. Using data obtained from the internet.

Primary legal materials are legal materials that have binding legal force, namely Law No. 40 of 1999 concerning the Press which is the legal umbrella for press workers.

1. Secondary legal materials, namely legal materials that study explanations of primary legal materials, namely covering issues related to the title of the thesis.
2. Tertiary legal materials, namely materials that are useful for providing instructions or explanations for primary legal materials and secondary legal materials in the form of opinions of previous researchers in various literature, documents, and internet sources.

2.3 Data Collection Techniques

2.3.1 Data collection procedures

Based on the problem approach and data sources needed, data collection in this research was carried out using a literature study, document study, and interviews.

a. Literature Study (Library Research)

Secondary data was obtained and collected through library research by carrying out a series of activities such as reading, studying, and quoting from legal and regulatory literature related to the subject matter.

b. Interview

Carried out with parties who understand the problem being researched, this is done as supporting data by asking questions orally, or by using written question guidelines.

2.3.2 Data Analysis

Data analysis is describing data in the form of sentences that are arranged systematically, clearly, and in detail which are then interpreted to obtain a conclusion. The data analysis used in this research is qualitative analysis and conclusions are drawn using an inductive method, namely describing specific matters and then drawing general conclusions according to the problems discussed in this research.

2.3.3 Research Time

To complete this scientific work, the author will conduct research for 3 (three) months, namely from March to May 2023, at the Surat Kabar Harian (SKH) Rakyat Sultra, by observing how journalists work in managing news, starting from the news planning process, reporting, writing it, until it becomes a press work. Interview with the editor-in-chief the person responsible for reporting on the Surat Kabar Harian (SKH) Rakyat Sultra.

III. RESEARCH RESULTS AND DISCUSSION

3.1 General description of the research location

The People of Surat Kabar Harian (SKH) Rakyat Sultra is one of the largest newspapers in Southeast Sulawesi, headquartered in Kendari City. The distribution reaches readers throughout the peninsula of Southeast Sulawesi Province in 17 Regencies/Cities.

At the beginning of its publication, this newspaper was called the Surat Kabar Harian (SKH) Rakyat Sultra, published by PT. Kendari Ekspres and first published on June 25, 1999. The Surat Kabar Harian (SKH) Rakyat Sultra is under the umbrella of the Fajar Group which is headquartered in Makassar City (South Sulawesi).

At that time, the director was Sjahrir Lantoni, SE. After being published weekly for 1 year, to be precise on January 1, 2000, this newspaper continued to be published twice a week, namely every Monday and Thursday. In January 2001, this newspaper developed into a daily newspaper, published to greet its readers every day. Entering March 2015, the name Kendari Ekspres, with management approval, finally changed its name to the Surat Kabar Harian (SKH) of Southeast Sulawesi to this day.

During its journey, this newspaper has experienced leadership changes 3 times. The first official Director in 2001 was held by Sjahrir Lantoni, SE, then replaced by Drs. Hendri Nasaruddin, MM from 2003 to February 2012. Then the leadership of Drs. Hendri Nasaruddin, MM ended and was replaced by H. Abd. Haliq, SE, MM from 2012 to 2021, then January 2022, the Surat Kabar Harian (SKH) Rakyat Sultra led by Mahdar Tayong, S.Si., M. AP until now.

In his daily duties, the Director is assisted by 2 deputy directors, respectively Deputy Director for Production and HR, Dr. Umar Marhum, STP, MH, and Deputy Director for Business and Finance, Syarifah Mulyah Sriwahyuni, SE, MM.

During its journey, the Surat Kabar Harian (SKH) Rakyat Sultra media has also moved offices 4 times. Where the first office is located around the Mandonga Roundabout, Jalan Abdullah Silondae, the second office is moved around Pasar Baru Wua-wua, the third office is located on Jalan Saranani next to the Barata Department Store, and the Surat Kabar Harian (SKH) Rakyat Sultra office is now located on Jalan Syech Yusuf, Korumba Village, Mandonga District, Kendari City, Southeast Sulawesi Province.

3.2 Organizational Structure of the Surat Kabar Harian (SKH) Rakyat Sultra.

The Surat Kabar Harian (SKH) Rakyat Sultra is a mass media institution. The highest leader is the Director, assisted by the Deputy Director (Wadir) for Production who is responsible for the production section, and the Deputy Director for Business who is responsible for the business and financial sectors. Then there is what is called the chief editor who is responsible for editorial matters.

Apart from the leader and deputy leader structure above, in SKH Rakyat Sultra there is also a Deputy Chief Editor (Wapimred) who doubles as Managing Editor, Editor, Advertising Manager, Circulation Manager, Promotion Manager. This division in the organizational structure is intended to facilitate the division of work systems.

So, the Surat Kabar Harian (SKH) Rakyat Sultra product which is published every day is the result of synergistic work from the units in the organizational structure. The organizational structure of the Surat Kabar Harian (SKH) Rakyat Sultra is as follows:

1. **General Manager (Director)** Mahdar Tayong, S.Si.,M.AP
2. **Deputy General Manager/Deputy Director for Production** Dr. Umar Marhum, STP, MH
3. **Deputy Leader for Business and Finance** Syarifah Mulyah Sriwahyuni SE, MM
4. **Editor in chief** Drs. Idul Amir
5. **Deputy Chief Editor** Agus Tohamba, S. Sos, M. Ikom
6. **Editor** Puput Harianti, S. Sos; Alpin Basri, S. Pd; Majid, SP; Efendy, S. Pd Nurhadi, SH.
7. **Ads Manager** Samsidar
8. **Circulation Manager** Hayun
9. **Promotion Manager** Herlina Sema, S. Sos

3.3 Vision and Mission of the Surat Kabar Harian Sultra (SKH).

The People of Surat Kabar Harian (SKH) Rakyat Sultra has a reputation as the news paper of the year. As an effort to support the foundation for the print media industry, the Surat Kabar Harian Sultra (SKH) works hard to convey knowledge, actual news and technology to the wider community from various circles. This business has become relevant as a key player in improving the national print media industry. Wider recognition of the global market has inspired the Surat Kabar Harian Sultra (SKH) to maintain quality news and current and reliable information.

3.3.1 Vision of the Surat Kabar Harian Sultra (SKH):

"To become the number one print media company that understands Southeast Sulawesi better."

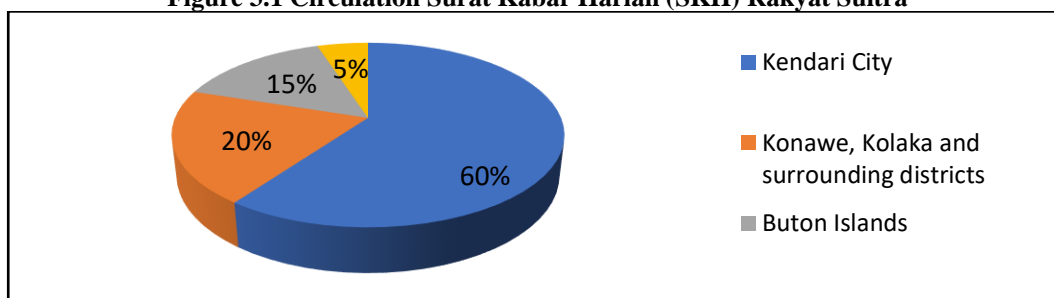
3.3.2 Mission of the Surat Kabar Harian Sultra (SKH):

1. Improving the nation's welfare through customer satisfaction and educating the nation with actual information.
2. Be an important part in supporting national development through the media.

3.3.3 Circulation and Reader Segmentation of the Surat Kabar Harian Sultra (SKH).

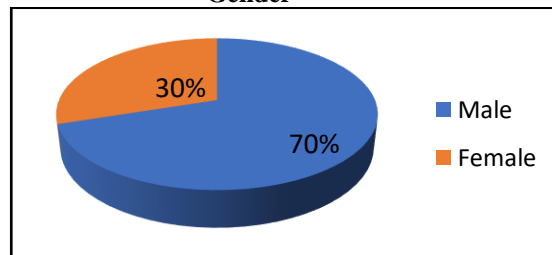
The circulation of the Surat Kabar Harian Sultra (SKH) has reached 7,000 copies every day. The People of Surat Kabar Harian (SKH) Rakyat Sultra meets its readers every morning with circulation details as follows:

Figure 3.1 Circulation Surat Kabar Harian (SKH) Rakyat Sultra



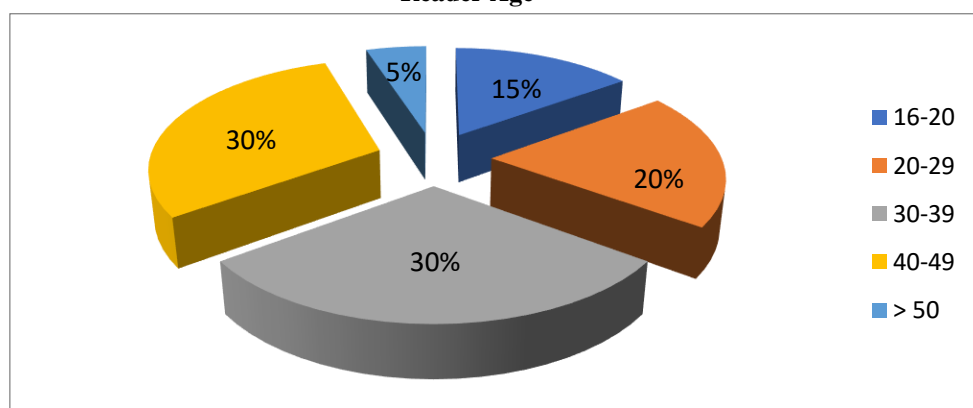
Based on the picture above, the circulation or distribution of the Southeast Sulawesi People's SKH is concentrated in the Kendari City area. The distribution in this area reached 60%. This is because the main business of the Surat Kabar Harian (SKH) Rakyat Sultra Newspaper is in Kendari City. It is not surprising that more than half of the circulation of Surat Kabar Harian (SKH) Rakyat Sultra comes from Kendari City. Meanwhile, circulation in Konawe, Kolaka, and surrounding districts is 20% and in the Buton Islands, it is 15%. Meanwhile, the spread in the North Konawe Regency area only reached 5%.

Figure 4.2 Segmentation of the Surat Kabar Harian (SKH) Rakyat Sultra Newspaper Readers Based on Gender



From Figure 4.5 above, it can be seen that the majority of readers of the Surat Kabar Harian (SKH) Rakyat Sultra Newspaper are male. Every day as many as 70% of men read the Surat Kabar Harian (SKH) Rakyat Sultra and the remaining 35% are women.

Figure 4.3 Segmentation of the Surat Kabar Harian (SKH) Rakyat Sultra Newspaper Readers Based on Reader Age



Based on Figure 4.6 above, it can be seen that in terms of age, as many as 30% of readers of the Surat Kabar Harian (SKH) Rakyat Sultra Newspaper are aged 30 – 39 years and 40-49 years respectively. Then as many as 20% are aged between 20-29 years. Meanwhile, readers aged 16-19 years and over 50 years amount to 15% and 5% respectively.

3.3.4 Surat Kabar Harian (SKH) Rakyat Sultra Rubrication of Southeast Sulawesi

The Surat Kabar Harian (SKH) Rakyat Sultrawas originally published with 16 pages. However, due to the influence of high paper prices which affect printing costs, the Surat Kabar Harian (SKH) Rakyat Sultra Newspaper (SKH) reduced the number of pages to 8 pages. Consists of 6 color pages (Colour) and 2 black and white pages (black and white).

Page 1 (Cover page) contains general news with provisions as the best choice of news, as the information that readers most need on that day. Page 2 is filled with the Education rubric (black and white, page 3 is filled with the Economy and Business rubric, page 4 is filled with the Metro Kendari rubric, page 5 is filled with the Greater Sultra rubric, page 6 is still with the Greater Sultra rubric, page 7 is filled with the Variety and the news connection page from page 1 (cover) and finally page 8 is filled with the Politics column.

3.4 Causes and Impact of the Flood Disaster that Hit Kendari City

Kendari City is one of the cities in Indonesia that continues to be prone to flooding when there is prolonged, high-intensity rain. As a result of the flood disaster, quite a few residents' facilities were damaged due to being submerged in the flood. Floods also hamper people's land transportation activities because several roads in Kendari City are flooded as a result of the Wanggu River and Sampara River, which are the largest main rivers downstream in Kendari City overflows, and several other tributaries experience flooding.

The flood also caused government service activities for the benefit of the community to be disrupted, resulting in large losses both morally and materially. The overflow of two large rivers, namely, the Wanggu River and the Sampara River, who's downstream is in Kendari City, means that Kendari City never escapes the threat of flood disasters.

In addition, the behavior of residents who are not environmentally friendly by throwing rubbish everywhere causes several drainage systems in several areas in the city of Kendari to become clogged and is one of the causes of floods that hit the residential areas of the Kendari City community every time it rains with high intensity. To answer the problem of flooding in Kendari City, it is very necessary to take the Kendari City government's policies into account, in terms of good city planning and environmental management. The Kendari City Government should focus

more on handling the problems of its residents, making flood management a priority scale where floods often hit residential areas during the high-intensity rainy season, rather than building other mega projects. Such as the project to build a new mayor's office with the construction of a 9-story building which cost Rp. 270 billion. Because the old office facilities are still very suitable for use in providing services to the community.

3.5 Kendari City Government Policy Regarding Flood Management

The Kendari City government continues to make efforts to deal with floods which continue to hit residential areas of Kendari City, even though they have not been able to answer the flood problem as a whole. One of the real policy efforts of the Kendari City government to deal with floods in the city of Kendari is to build a retention pond located on Jl. Kendari City Boulevard to reduce the discharge of the Wanggu River during the rainy season. However, the existence of the retention pond has not been able to answer the problems of Kendari city residents regarding flooding. Residents of Kendari City are still haunted by flood disasters every time it rains. Insufficient drainage in densely populated residential areas is also one of the main causes of floods which often hit the Kendari city area every time the rainy season is prolonged with high intensity. The results of researchers' monitoring every high-intensity rainy season show that the areas most prone to flooding in Kendari City include:

- a) MTQ Red Light Intersection, Jln Saranani, Bonggoeya Village
- b) Jln MT Haryono, Front Matahari Plaza Depstore, Bende Village, Kadia District
- c) Jl Syeh Yusuf, Mandonga Village, Mandonga District.
- d) Main Street Section in Kemaraya Village, West Kendari District
- e) Main Street in front of Lakidende Stadium, Bende Village, Kadia District
- f) UHO New Campus Lecturer Housing, Kambu Village, Kambu District
- g) Jln Garuda, Kambu Village, Kambu District
- h) Tank roundabout intersection, Kambu Village, Kambu District
- i) Kendari Beach, Punggaloba Village, West Kendari District
- j) Old City Area, Kandai Village, Kendari District.

3.5.1 Kendari City Regional Regulation No. 1 of 2012 concerning Kendari City Regional Spatial Planning for 2010-2030.

In efforts to organize the city of Kendari as the capital of Southeast Sulawesi Province, making Kendari city the center of a service and business city, in connection with creating security and comfort for business people in investing, flood disasters are one of the biggest threats.

The Kendari City Government has actually outlined flood management in Kendari City in one of the Kendari City Regional Regulations (Perda). In Regional Regulation Number 1 of 2012 concerning Kendari City Regional Spatial Planning for 2010-2030.

For urban spatial planning, it is related to area control and arrangement in high density residential areas, which includes points, to control the occurrence of flooding in residential areas, with one solution being to develop and organize a good drainage system in the city.

Specifically, the Regional Regulation is contained in Chapter II, article 4, the third part concerning urban spatial planning strategies. Point (d) in the Regional Regulation states controlling and structuring residential areas with high density. In point (e), it is stated that developing and structuring the drainage system in the city is an effort to overcome flooding in the city in densely populated residential areas.

This regional regulation should have been a reference for concrete efforts made by the Kendari city government to address the problems of Kendari city residents regarding flooding, but in fact the Kendari City government has not yet made this a development priority scale, and has chosen to build a magnificent new mayor's office with construction of a 9-story building, spending a budget of Rp. 270 billion, with the reason of making it easier to provide services to the community.

3.6 Function of the Surat Kabar Harian (SKH) Rakyat Sultra Press in Carrying out its Control Function regarding Kendari City Government Policy in the Field of Flood Disaster Management in Kendari City.

In accordance with the provisions of Law No. 40 of 1999, the press has five functions, namely:

3.6.1 The press as an information medium

The press as mass media has the main task, namely to inform various information to the public. This variety of information can be in the form of oral, written or live broadcasts related to political, economic, health, environmental, social and cultural news.

3.6.2 The press as education

The press can also educate and provide broad insight to its viewers. This education can take the form of documentaries, interviews, stories, articles and various other forms.

3.6.3 The press as a medium of entertainment

Apart from educating the public, the press also has the function of providing entertainment to its viewers by broadcasting short stories, poetry, comics, sports, drama, films, music, podcasts and various others. Of course, this entertainment must meet certain requirements so that it does not violate the law, human rights and Pancasila values.

3.6.4 The press as a medium of social control

The press can play a role as social control, this is written in Law Number 40 of 1999 Article 6 point d which reads "To carry out supervision, criticism, correction and suggestions on matters relating to the public interest". This social control is also useful for connecting the government with society. For example, the press can monitor human rights violations, abuse of power, crime, and even economic threats, whether carried out by the government or society.

3.6.5 The Press as an economic institution

The Press may also take economic advantage in business, such as broadcasting paid advertisements in various types and forms. So, on that basis, the media, through its information and social control functions, should be able to become a mouthpiece or means of connecting the public to the government.

With its information function and control function, the Press has sufficient capacity to voice what the people are suffering and convey it to policymakers, in this case, the Kendari city government, through press work (news written by them) so that the Kendari city government can take action. Development policy steps to handle flooding, which remains a problem for Kendari city residents every time it rains.

The Surat Kabar Harian (SKH) Rakyat Sultra Media, as one of the largest local print press media in Kendari City, with the slogan it carries, understands Southeast Sulawesi best; it must be able to explain that slogan by becoming a public mouthpiece for the government so that the government can implement truly supportive development policies on the interests of the community which is the main priority scale, instead of supporting government policies to pursue project profits and then ignore the suffering of the people.

Regarding the social control function of the Surat Kabar Harian (SKH) Rakyat Sultra media, which is one of the largest print media in Kendari City, the capital of Southeast Sulawesi Province, related to environmental issues, especially the Kendari city government's policy regarding handling flood disasters in densely populated residential areas is still not optimal. However, things have gone well in other fields, such as political, educational, and economic issues.

It can be proven by the absence of a particular column about the environment on the Surat Kabar Harian (SKH) Rakyat Sultra page, as well as the lack of news presented by the Surat Kabar Harian (SKH) Rakyat Sultra, whose content represents the voice of the people of Kendari City, asking the Kendari City government to make environmental issues, especially handling flood problems, a priority scale in development.

Results of an interview with the Chief Editor of the Surat Kabar Harian (SKH) Rakyat Sultra, Dr. Idul Amir, who is generally responsible for reporting, is related to determining page rubrics. Chosen at a general editorial meeting by looking at the level of reader needs, the meeting's decision becomes a policy for the editors responsible for the page in their work. Because the media, apart from serving the public's needs regarding updated, current, and factual information, is also wrapped in business interests, the direction of the news can also be influenced by business elements.

According to the statement by the Chief Editor of the Surat Kabar Harian (SKH) Rakyat Sultra, environmental issues are monitored in the editorial policy of the Surat Kabar Harian (SKH) Rakyat Sultra. The readership could be higher, so it is not included as one of the special sections on the pages of the Surat Kabar Harian (SKH) Rakyat Sultra newspaper.

Referring to the provisions of the Press as a social control medium where the Press is by Law Number 40 of 1999 Article 6 point d, which reads "Carry out supervision, criticism, corrections and suggestions on matters relating to the public interest," Surat Kabar Harian (SKH) Rakyat Sultra Press, specifically for criticism of the Kendari city government's policy regarding handling flood disasters in Kendari City, which has not been implemented optimally, which can be seen in the title and content of the news about floods which is only flat or referred to as the work of journalists who only carry out information functions, so there is strong emphasis containing criticism about government policies that are not in line with the interests of the priority scale of Kendari City residents.

3.6.6 Tabulation of Surat Kabar Harian (SKH) Rakyat Sultra News Data Regarding Flood Management During the Last Three Years (2020, 2021 and 2022).

News Data Regarding Flood Management in 2020

No.	News Title	Published
1.	PUPR Overcomes Stagnant Water in Lepo-Lepo	June, 11 2020
2.	Lepo-Lepo Drainage Targeted to be completed in December	November, 29 2020

News Data Regarding Flood Management in 2021

No.	News Title	Published
1	Mayor of Kendari asks residents not to throw rubbish in waterways	March, 2 2021
2	Baruga Retention Pool Promoted to Become a Tourist Attraction Location	August, 10 2021
3.	Kadia River Arrangement Continues	January, 18 2021
4.	Previously, the banks of the Kadia River were shabby; now they are beautiful.	December, 9 2021
5	Boost Department Development	December, 10 2021
6	Wanggu River Again Overflows 78 Affected Families	July,3 2021
7	City Government Handles Flood Prone Areas	December, 21 2021

News Data Regarding Flood Management in 2022

No.	News Title	Published
1	Kadia River Bank Arrangement Continues	June, 23 2022
2	BWS Ready to Help City Government Control Floods	November, 3 2022
3	Arrangement of Kadia River Accelerated	November, 18 2022
4	IBM Kotaku Drainage Construction Begins	August, 18 2022

The results of the tabulation above show that the Surat Kabar Harian (SKH) Rakyat Sultra, in its reporting, has also taken part in environmental issues in terms of handling flood problems in Kendari City, although it has not been optimal as with political, educational, and business economic issues.

The results of the researcher's interview with the Director of the Surat Kabar Harian (SKH) Rakyat Sultra, Dr. (c) Mahdar Tayong, S.Si., M. AP, are also in line with the statement from the Chief Editor of the Surat Kabar Harian (SKH) Rakyat Sultra, Drs, Idul Amir.

When asked about the cause of the lack of news about the flood disaster and its impact in Kendari City, Mahdar stated that the focus of media reporting, especially the print media People's Daily of Southeast Sulawesi, could be on the page rubrics displayed by the media.

The reference for media policy in determining page rubrics is determined by the results of a survey of the level of reader needs. Because of the best news that is produced and what readers need, new customers come to subscribe to the newspaper, becoming loyal readers of the Surat Kabar Harian (SKH) Rakyat Sultra. Along with this, the value of media economic income also increases apart from that generated from advertising services and advertorial publications.

The flood events that hit the city of Kendari are casuistic in nature, meaning that the city of Kendari does not always flood; floods only occur during the rainy season with high intensity, so if the news is lacking, that's normal. "However, input information for the Kendari city government regarding flood management is quite clearly conveyed through journalists' press work," explained Mahdar Tayong.

Mahdar continued, including outreach to the public about what the government has done regarding flood management efforts in the city of Kendari; it was also conveyed to the public through press coverage by journalists from the Surat Kabar Harian (SKH) Rakyat Sultra.

IV. CONCLUSIONS AND RECOMMENDATIONS**4.1 Conclusion**

Based on the results of the research and discussion described above, the following conclusions can be drawn:

1. The Surat Kabar Harian (SKH) Rakyat Sultra in carrying out press control functions, as stated in the Basic Press Law No: 40 of 1999 concerning the Press in the environmental sector, especially in terms of voicing the problem of dealing with floods, which continue to hit the people of Kendari City, every rainy season with high intensity, not yet optimal. In other fields, such as education, business, and politics, it has been carried out optimally because of the special rubrics that have been prepared.
2. Meanwhile, the environmental column, especially handling flood problems in Kendari City, is only placed on the Metro page rubric, which is a combination of all news events in Kendari City. So, this is a factor causing the minimal amount of news from the People of Southeast Sulawesi daily in highlighting the Kendari City government's policy issues regarding the problem of flooding and its handling
3. Through the media control function on environmental issues, especially in terms of handling flood problems in Kendari City on an ongoing basis, which contains information and educational value, it is hoped that it can change Kendari City government policy to make the development of adequate drainage (water channels) a priority scale for overcome the problem of flooding in Kendari City, which causes a number of main roads and residential areas to be flooded, every rainy season with high intensity.

4.2 Suggestions

From the conclusions that the author has presented above, the author can also provide several suggestions as follows:

1. The Surat Kabar Harian (SKH) Rakyat Sultra should make environmental issues, especially the problem of handling floods in Kendari City, the main issue. Apart from witnessing the problem of floods continuing to inundate residential areas of residents every rainy season with high intensity, which causes residents' facilities to be damaged due to being submerged in floods, the impact of the floods themselves can actually be felt directly by media activist journalists, in a number of sections. When there is heavy rain, roads in Kendari City cannot be passed by motorized vehicles because they are flooded with water that reaches the height of an adult's thighs.
2. The best development carried out by the government is one that is a priority scale for the needs of local residents, so the Acting Mayor of Kendari, currently held by Asmawa Tosepu, as a regional son who incidentally is drooping from the Ministry of Home Affairs, it is time to communicate the problem of flood management in Kendari City at the relevant ministries at the center, to get an injection of aid funds from the center to overcome the flood problem in Kendari City.

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