



The Contribution of Local Tribun Newspaper to Development Progress In Bone District

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Abstrak

This type of qualitative research through a phenomenological approach, while the results of the study show that the mass media, especially the Bone Local tribune newspaper, plays a very important role in informing and socialising various development programs, including in preparing data, information and conditions in the field so that they become material for consideration in building a concept of development planning Mass media has a huge influence on various dimensions, both in the economic, political, legal, social, agricultural, educational, health and so on. The mass media is the main funnel of change in society or the state towards improving people's lives in various dimensions. However, this also means that the mass media has two principle functional roles, namely positive and negative.

Keywords: *media, newspaper, development, strategy, concept*

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INTRODUCTION

Bone Regency is one of the autonomous regions in South Sulawesi province, Indonesia. The district capital is located in the city of Watampone. Based on data from Bone Regency in Figures 2021 published by the Central Bureau of Statistics of Bone Regency, the population of Bone Regency in 2021 was 801,775 people, consisting of 391,682 men and 410,093 women. With an area of approximately 4,559.00 km², the average population density of Bone Regency is 162 people/km².

The problems faced by Bone Regency's regional development include the low Human Development Index and not only that, the contribution of the processing industry sector to the regional economy is still small, with low levels of education and skills as well as inequality between regions and later concentration of economic activity in urban areas, connectivity and accessibility.

Regional development in Bone Regency in the last five years has not yet fully run dynamically and simultaneously in various regions, including the scope of Bone Regency. Based on information from Radarbone.co.id. the success of a region's economic development can be shown by economic growth.

Regional development requires quite active energy and intelligence possessed by its leaders so that the development carried out runs optimally and the energy needed also requires a strong enough mentality in order to build an orderly



nation, this development will not run smoothly if the government system is not addressed in such a way. As regional development as an integral part of the integral development of national development that cannot be separated from the principle of regional autonomy in accordance with the regulations of the minister of home affairs to know every development of development growth in the bone district, mass media such as the *tribun local bone* newspaper are needed to contribute to providing detailed information about each design and information on the development of the bone district.

The presence of the local *tribune* newspaper contributes to the development of the bone district indirectly through tax revenue, reducing the unemployment rate by recruiting local youth to join the local *tribune* newspaper and of course and providing information on every issue related to the development of the district.

He who controls the mass media (information) controls the world. This statement is often made by the community, especially for those who are involved in the world of information, communication and media. This is because the mass media is something to be reckoned with considering its role is very important for the direction and policy of national development and the existence of a leadership. In addition, the role of mass media also has two strategic sides for those who direct and use it. Because with the media someone can change or make improvements. Through the mass media, a leadership that is considered less than optimal performance and alignment with the community can be 'polished' to be positive or in a better direction.

LITERATURE REVIEW

Development theory

Development Concept

The conception of development does not need to be linked to spatial aspects. Development, which is often formulated through economic policy, has in many ways proven successful. This can be illustrated in Singapore, Hong Kong, Australia and other developed countries.

Economic policies in these countries are generally formulated conceptually by involving consideration of social and environmental aspects and supported by responsible political mechanisms so that each economic policy can be re-explained transparently, fairly and fulfils planning principles. In the social aspect, not only the aspirations of the community are taken into consideration but also the existence of social institutions (social capital) is also maintained and even its function is improved.

Meanwhile, in the environmental aspect, the preservation of natural capital is also very much considered for the benefit of mankind. The most important thing is that decision-making is also very clean from various lobbying behaviours that are nuanced with flaws (moral hazard) that are filled with vested interests from mere profit (rent seeking). Thus, the results of development can be enjoyed by the entire community fairly across (through) the boundaries of space (inter-region) and time (inter-generation).

The implication is that the study of spatial aspects becomes less relevant in the empirical situation described above (Nugroho and Rochmin Dahuri, 2004). However, the conception of development put forward above, in line with

the studies on it and its implementation in various other countries and regions, has various weaknesses. These weaknesses emerge with the discovery of typical phenomena, such as inequality, poverty, inappropriate management of public good, weak institutional mechanisms and inequitable political systems.

It is these weaknesses that cause barriers to the movement and flow of people, goods and services, achievements, and the benefits and costs therein. All economic and non-economic resources become distorted in their flow, causing divergence to worsen. As a result, development results are easily found between regions, sectors, community groups, and economic actors. implicitly, there is also an inter-temporal dichotomy reflected by distrust of current resources because it is full of various risks (high inter temporal opportunity cost). This situation is not only far from moral values but also a reflection of destruction (in sustainability). At play in the above problems is the market mechanism that operates without limits. This behaviour cannot be inhibited because it operates massively, continuously, and can be accepted by economic logic in addition to being supported by most economic policies systematically.

The trend towards globalisation and regionalisation brings with it new challenges and opportunities for the development process in Indonesia. In such an era, competition between economic actors (business entities and/or the state) will be sharper. In this sharp competition, each economic actor (without exception) is required to implement and implement efficient and effective competitive strategies (Kuncoro, 2004).

It is in this context that a modern "war strategy" is needed to win the competition in a hypercompetitive environment, three things are needed (D'Aveni, 1995), first, a vision of change and disruption. Second, capabilities, by maintaining and developing capacities that are flexible and quick to respond to any changes. Third, tactics that influence the direction and movement of competitors.

Definition and Theory of Development

Development theory in the social sciences can be divided into two major paradigms, the modernisation paradigm includes macro theories of economic growth and social change and micro theories of individual values that support the process of change. The dependency paradigm includes theories of underdevelopment, dependent development and world system theory in accordance with the classification of Larrain (1994).

Meanwhile, Tikson (2005) divides it into three classifications of development theory, namely modernisation, underdevelopment and dependency. The definition of development is perhaps the most interesting thing to debate. Perhaps there is no single discipline that best defines the word development.

So far, a range of thoughts on development have evolved, from classical sociological perspectives (Durkheim, Weber, and Marx), Marxist views, modernisation by Rostow, structuralism alongside modernisation enriching preliminary reviews of social development, to sustainable development. However, there are underlying themes that are the message. In this case, development can be defined as `a coordinated effort to create more legitimate

alternatives for every citizen to fulfil and achieve his or her most human aspirations' (Nugroho and Rochmin Dahuri, 2004).

The first theme is coordination, which implies the need for a planning exercise as discussed earlier. The second theme is the creation of more legitimate alternatives. This implies that development should be orientated towards diversity in all aspects of life.

The fifth theme demands the creation of reliable institutions and laws that are capable of acting efficiently, transparently and fairly. The third theme achieves the most humane aspirations, which means that development must be orientated towards solving problems and fostering moral and ethical values.

Regarding the definition of development, experts provide various definitions, as does planning. The term development may be interpreted differently by one person to another, one region to another, one country to another. However, in general there is an agreement that development is a process to make changes, providing an understanding of development as "An effort or series of planned growth and change efforts carried out consciously by a nation, state and government, towards modernity in the context of nation building".

At the beginning of thinking about development, there were often thoughts that identified development with development, development with modernisation and industrialisation, and even development with westernisation. All of these thoughts are based on aspects of change, where development, development, and modernisation and industrialisation all contain elements of change.

However, all four of these ideas are based on the aspect of change, where development, development, and modernisation and industrialisation, all contain elements of change. However, these four things have quite principled differences, because each has a different background, principles and nature as well as different principles of continuity, even though all of them are forms that reflect change. Development is a process of change that includes all social systems, such as politics, economy, infrastructure, defence, education and technology, institutions, and culture (Alexander 1994).

Development is a planned process of change to improve various aspects of people's lives. National development can also be interpreted as a deliberate economic, social and cultural transformation through policies and strategies towards the desired direction. Transformation in the economic structure, for example, can be seen through an increase or rapid production growth in the industrial and service sectors, so that its contribution to national income is getting bigger. (Arsyad Lincoln. 2007)

Mass media

Mass Media is a channel, media/medium, channel, means, or tool used in the mass communication process, namely communication directed to many people (channel of mass communication). L. John Martin also argues that mass media refers to tools that realise social, political, and economic interactions in a more modern size.

The mass media include mainly newspapers, magazines, radio, television, and film as The Big Five of Mass Media, as well as the internet (cybermedia, online media).

RESEARCH METHODS

Qualitative research type through phenomenological approach

RESULT AND DISCUSSION

The mass media is an institution that acts as an agent of change, that is, as a pioneering institution of change. This is the main paradigm of mass media. In carrying out its paradigm, the role of the mass media is Bungin, 2006: 85 :

- a. As an enlightenment institution, namely its role as an educational media. Mass media becomes a medium that educates customers at all times so that they are intelligent, open-minded and become advanced customers.
- b. In addition, the mass media is also an information media, which is a media that conveys information to customers at any time. With open, honest and correct information conveyed by the mass media to the public, society will become a society rich in information, a society that is open to information, on the other hand, society will become an informative society, a society that can convey information honestly to the mass media. In addition, the information that is widely owned by the community, makes the community a world community that can participate with its various abilities.a.
- c. Finally, mass media as entertainment media. As an agent of change, the mass media is also a cultural institution, an institution that is at all times a mouthpiece of culture, a catalyst for cultural development. As an agent of change, what is meant is that it also encourages that cultural developments are beneficial for moral humans and sakinah customers. Thus the mass media also plays a role in preventing the development of cultures that actually damage human civilisation and society.

In a broad sense, development communication encompasses the role and function of communication (as an activity of reciprocal exchange of messages) among all parties involved in development efforts; especially between the community and the government, from the planning process, then implementation, and assessment of development. In a narrow sense, development communication is all efforts and ways, as well as techniques of conveying ideas, and development skills originating from the party initiating development and aimed at the wider community.

Contribution of Bone Local Tribune Newspaper to Bone Regency Development

Bone local tribune newspaper with its presence as an information provider directly contributes to the development of the district through information related to obstacles and developments towards economic growth and regional development so that young people get information related to regional conditions.

The presence of the Bone local tribune newspaper also has a positive impact on the development of human resources in Bone Regency, the existence of this mass media provides opportunities for local youth to join the Bone local tribune

newspaper so as to reduce the unemployment rate and productive activities of local youth.

To increase equitable development, planning is needed by covering 3 concepts such as:

- a. The process of choosing, planning also means choosing from a variety of alternative activities that may be carried out because not all desired activities can be carried out simultaneously.
- b. Resource Allocation Tool, planning includes the process of determining how to use available resources (natural resources, financial resources or budget).
- c. Tools to Achieve Goals, the planning process determines measurable targets and objectives so that they can be used as a medium to achieve development goals. The Regional Development Planning Agency is the planning element of regional government administration which is tasked with carrying out the preparation and implementation of regional policies.

The functions of the Regional Development Planning Agency include;

- a. Formulation of regional development planning technical policies.
- b. Organising the preparation of regional development planning.
- c. Guidance and implementation of tasks in the field of regional development planning.
- d. Implementation of other tasks assigned by the regent in accordance with his duties and functions.

The duties of the Regional Development Planning Agency include planning, monitoring, evaluation, study and coordination of development policies in the social, cultural and economic fields. Planning is the preparation of regional development plans and budgeting, both between sectors and regions. Monitoring is the monitoring of the implementation of regional development plans. Regional development in Bone Regency in the last five years has not yet fully run dynamically and simultaneously in various regions including the scope of Bone Regency.

Among them is the low Human Development Index (HDI). Where the HDI in 2017 reached 64.16, the target in 2020 should increase to 66.57 per cent. Furthermore, the high poverty rate, where the poor population in 2017 was still 17,130 people, the target in 2020 was to decrease by 65,800 people. Then the low level of per capita income of the population, where in 2017 per capita income only reached 39.15 million, the 2020 target must increase to 51.60 million.

Not only that, the contribution of the processing industry sector to the regional economy is still small, where in 2017 it only reached 6.68%, the 2020 target increased to 7.23%. Furthermore, the low level of worker productivity, where the open unemployment rate is 4.55%, the high poverty rate is 10.28% and is contributed by the low level of education and skills. "Here, the concentration of economic activity in urban areas, connectivity and accessibility," he said. Furthermore, Abu Bakar revealed regional development problems, namely low life expectancy in 2017 life expectancy 62.22 years, 2020 target 66.78 years.

There are several policies that have been set by the government in terms of regional development, namely the RPJPD, RPJMD, and RKPD in these policies

that differ in terms of the planning time set, now this policy applies in terms of development that will be implemented in Bone Regency, so there is a reference that the policy is not made up by anyone but there are rules that have been previously set by the government ". (Result of interview with MZ 2 December 2019

HR Empowerment can already work to achieve regional development goals, but whether it is realised or not, it plays a vital role in the implementation of a regional development planning strategy with the level of organisational policies with development policies and very high potential and productivity but not balanced with the allocation of resources in terms of HR Empowerment, then the strategy in planning regional development is not optimal.

To achieve a maximum regional development planning strategy, of course, it is highly dependent on Resource Allocation which can be seen from better HR Empowerment. Lack of human resources makes it impossible for a regional development planning activity to run well. Regarding the importance of HR Empowerment,

All of this information is obtained from the local tribune newspaper, this is one proof of why the presence of the local tribune newspaper is very important because the information provided is both related to regional development and regional economic conditions, making it a means of communication to the community and residents to find out any changes and unrest experienced by the region.

Mass Media has an important position in people's lives, so that mass media is placed as mass communication that acts as a communicator and agent of change, becoming a pioneer of change in the public environment that can influence audiences through messages in the form of information.

The development of society in social life is very dependent on mass media, where mass media has a very important role in this matter. One of the important roles of mass media for society is as a provider of information, education and entertainment for the community so that people are motivated, influenced and try to change their mindset and perspective in life.

In addition, the presence of mass media greatly helps the development process in the life of social society. Along with technological advances that are closely related to mass media, it cannot be denied that the growth of community life will also be more complete. With the development of mass media today, people are able to respond and be smarter about the realities around the effects of the growth of the dynamics of their lives.

One of the information that can be received from Bone's local tribune newspaper regarding the condition of district development such as the Material Resources aspect is that the lack of material resources in Bone Regency so that many community needs have not been fully met, such as the construction of road access and the development of inadequate employment opportunities.

This causes the community to lack attention from the government and the government is considered unable to carry out its duties properly, in this case of course Bappeda itself is the target for planning equitable development in Bone Regency so that community needs can be met.

So that the needs of the community can be met, from some of the above it becomes a reference for the government that the community really needs equitable

development and the community certainly wants to see Bone Regency in the future more advanced and become one of the regions that is rich in adequate Human Resources and Material Resources in supporting equitable regional development.

CONCLUSION

In the current era of communication and information, the media plays a very important role in determining the success of development. The mass media is very instrumental in informing and socialising government programmes, including development planning. The mass media has a huge influence on various dimensions, both in the economic, political, legal, social, agricultural, educational, health and so on. The mass media is the main funnel of change in society or the state towards improving people's lives in various dimensions. However, this also means that the mass media has two principle functional roles, namely positive and negative.

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