

The Relationship of Local Media with the Central Kalimantan Provincial Government in Improving Branding

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Abstract: *The purpose of this dissertation research is to understand how the relations that occur between the local press, especially the KaltengPos Daily Newspaper, Tabengan Daily Newspaper, and Palangka Post Daily Newspaper, relate to the Central Kalimantan Provincial Government and understand the press in carrying out its functions as mandated by Law 40 of 1999 concerning the Press. The theory used in this research is the exchange theory formulated by George C Homans with a social definition paradigm. As for the approach, it uses qualitative and case study research types. Data was obtained in this study by observation, interview, and documentation. Then the researchers analyzed the data using the opinions of Miles, Huberman, and Saldana related to the data model, and data condensation, then finally concluded. From the research, it was found that the media's actions in reporting began with a call of conscience to carry out their duties. Followed up with actions based on relationships that are planned and have goals. The action is in line with the wishes of the Central Kalimantan Provincial Government. Then the action of the media to report according to the agreement is appreciated by the Provincial Government by providing a budget to the media and is not influenced by the distance between actions and rewards. Rewards given to both parties between the Central Kalimantan Provincial Government and the media are given regularly. Regular rewards result in repeated behavior to cooperate. After analyzing the research results and discussing this research by relying on George C Homans' exchange theory, the researcher compiled several propositions, namely first, social exchanges that begin without calculating benefits will continue to be mutually beneficial exchanges between the two parties. Second, actions and rewards regularly determine the continuation of further actions to make a deal. Third, when the media has no interest, the press functions well.*

Keywords: *Relations, Local Press, Central Kalimantan, Provincial Government, Branding.*

1. INTRODUCTION

The media influences the government, but the government also influences the public (Djuroto, 2002). The media also plays an important role in ensuring and upholding democracy. In the realization of democracy, the media plays a control function in a democratic society as a public intermediary for state administration. This is due to the existence of the press as a medium that disseminates information to the masses. The activities and role of the media, which are so important in democratic life, certainly cannot conflict with legal mechanisms. References to press regulations and the role of the press based on professional ethics are certainly very strategic in regulating the harmony and role of the mass media. Article 40 (Article 3) of the Press Law (Republik, 1999) states that the function of the press media is as a medium for information transmission, entertainment media, educational media and social control. Realize this function through various forms of reporting in the mass media.

Media convergence has enabled many companies to fulfill this function. This is a new model in the evolution of the media industry by combining various types of media into one company. In recent years, media convergence has progressed to counteract the phenomenon of paper media whose circulation is decreasing while production costs are increasing. Even a number of print media, including media that were previously categorized as large media, were forced to stop producing their products in print. The development of awareness of media functions varies from time to time. Before independence, the old order era of independence shifted to the new order, and became the current era of reform.

Over the last five years, media competition has become increasingly fierce throughout Indonesia, both print and electronic media. Apart from that, the emergence of online media is perceived or not felt to have an impact on print media marketing. This situation endangers the continuity of the company and the welfare of journalists. On the other hand, print media costs are soaring, and it is generally said to be a capital-intensive industry. Starting from increasing paper prices, expensive press machine maintenance, to distribution to the market and other financing. As a result, several media went bankrupt. This includes national media that were once great but are now powerless and forced to close.

This situation also affects local media. There was a significant decline in sales. In this situation, innovative and creative breakthroughs are needed to increase sales. At least they can survive and the press company will still be able to survive. On the other hand, regional leaders need mass media to convey development information to the community, their vision and mission, programs that have been achieved.

So that you have a good brand in society, it doesn't just appear like that. But it needs good setup. Including agenda setting. Agenda setting is the preparation of news articles according to the interests of the producer (Pawito, 2009). The idea is that editors place photos of news stories and events on pages that are easy for the general public to read, or open headlines and messages. By setting the agenda, breaking news, debating and influencing readers' opinions about regional leaders. The image is strengthened through agenda setting and news framing.

Realizing that mass media, especially print media, can improve branding, the Regional Head develops relations or relations with mass media in the form of news collaboration, advertitious, advertising and page contracts through the official budget through the Regional Revenue and Expenditure Budget (APBD). This effort is a form of mutually beneficial cooperation. Because the media can support the sustainability of the media and support sales. On the other hand, for local governments, all regional programs and policies as well as other activities can be shared with the community, thereby increasing local government branding.

Likewise, after the pair H Sugianto-H Habib Ismail was declared the winner of the 2016 Regional Election by the Central Kalimantan KPU and inaugurated by the President on May 25 2016, the Central Kalimantan Provincial Government decided that the implementation of the development program had begun. The vision and mission are communicated to the public during the campaign. In carrying out the wheels of government and development, the Governor and Deputy Governor in carrying out their duties are assisted by religious leaders, community leaders, educational leaders, community organizations, traditional religions. This includes the need for collaborative support with institutions, youth, teachers, party leaders, TNI-Polri, vertical agencies, BUMN and what is no less important is the mass media.

In collaborating with the mass media, the policy during Governor Sugianto's first term was to open wide relations with parties. Both with print, electronic and online media. Because with this collaboration all information about the success of development runs well and branding increases. In the economic sector, there have been significant changes in the last two years. Based on 2020 data, Central Kalimantan has a total of 893.04 kilometers of infrastructure routes, of which 70.20 kilometers of the total (1,272.08 kilometers) is in stable condition. This development is divided into two main categories, namely good routes with a length of 644.16 kilometers and medium routes with a length of 248.88 kilometers. There are also 379.04 kilometers of unstable lines, 29.80 kilometers of lines that are slightly damaged, and 115.56 kilometers of lines that are heavily damaged.

The latest data released by the provincial government shows that Central Kalimantan is gradually building road and bridge infrastructure, including the construction of two bridges connecting South Barito Province with East Barito and North Barito Provinces. Apart from that, the Bukit Rawi Bridge has also been built on the border between Palangka Raya City and Pulang Pisau Regency.

It is hoped that relations in the form of cooperation by both parties, the media and the local government, will run without breaking the rules. In order for this harmony to continue, it could be that the press functions mandated by Press Law Number 40 of 1999 Article 3 which specifically contains the function of social control do not function as they should. For example, when there is a regional

head whose policies violate regulations and laws. Even when there were people who held demonstrations for several days protesting the regional head's policies and there was also a regent who was made a suspect by the KPK, there were media who did not report it. Meanwhile on social media, including Facebook, Instagram, WhatsApp and Twitter, there is a lot of discussion. However, the information on social media is not always correct. This does not implement the public's right to obtain correct information through the mass media. In this way they try to keep each other in a mutually beneficial transactional framework.

Based on this phenomenon, researchers are interested in understanding the relationship between local print media and the Central Kalimantan regional government. Social exchange theory is used as the main basis for exploring this issue. Remembering the discussion of social exchange theory, expressing social change and viewing sociology as a sociological perspective that describes change and stability as a series of interactions with other people and organizations. This theory also hypothesizes that people's attachments arise because they are based on what is obtained for good or evil or gain and loss.

2. LITERATURE REVIEW

First, the study (Ngadino, 2010) shows how changes in the media affect how society and the state interact. According to the state, restrictions are necessary for the progress of mass media that supports press freedom. This prohibition is justified by the existence of knowledge that is dangerous for the common good. To advance national goals, freedom of the press and broadcast media is constitutionally restricted. Second, an investigation (Soraya et al., n.d.) into the use of media by the Temanggung Regency DPRD. For audiences, messages are transformed through media. Government organizations use this technique to communicate findings and other policies so that the general public is aware of their performance. The media itself needs to play a role in this process. The media, on the other hand, needs this information because the role of the media itself plays in efforts to publish events that have news elements, including anything related to policy and others related to government agencies. Institutions or parties requiring media, however, can easily change the message. The legislative institution plays a role in supervising and controlling the executive. Because of the way the legislature works, the media is quite interested in this topic.

The legislature is required to monitor the operations of the executive body in accordance with established rules. The legislature, on the other hand, functions as the voice of the people and expresses ideas that develop dynamically in society. The legislature has an important role in society, both as a channel for people's ambitions when participating in forums to make policies and as the chief executive of checks and balances. Of course, the media helps people receive information quickly and accurately. Through the media, the general public can learn about information and legislative performance. As a result, the media is very important in this regard. The legislature can inform the public about anything by using the media, which serves as a substitute for traditional information channels. Lawmakers and the media are involved in this issue.

Third research (Gobang, 2014). Collaboration between regional government and local media to support the effectiveness of regional government in NTT Province. How local media and regional authorities work together to support effective local governance is the problem this study seeks to solve. Can local media influence local government? Dealing with governments and wealth owners is independent local media? On how local media and authorities interact, researchers collect data. Textual information, cognitive information, and social background information are collected. These researchers examine social cognition and social settings other than texts. Analysis of local media attitudes must pay attention to text, social cognition, and social context. The results of this research show that the goals of media owners and local governments can influence the reality of local media. This situation shows that local media is not completely objective. As a result, in assessing the media's perspective, readers or the general public must be more critical.

The fourth article is by (Mulyadi, 2017) and discusses the media relations strategy of the Sukabumi city government. This research includes media relations communication strategies from Sukabumi City Government Public Relations. Every institution needs public relations because it is one of the tactics used to shape the company's image, both positively and negatively. The Sukabumi City

Government is an institution that has strong media ties, so that any news from inside or outside the government will quickly reach the public. The aim of this research is to identify the communication tactics used by Sukabumi City Government Public Relations, as well as ways of communicating with the public through print and electronic media.

In line with this, Arief Hidayatullah regarding the behavior of journalists when handling the press in Bima is the fifth (Hidayatullah, 2017). "Journalist Behavior in Press Management in Bima" is the title of this research. Indonesia is currently entering an era of openness following the "May 1998 Revolution" which overthrew the New Order government.

The Indonesian press and society are also starting to exercise their rights to freedom of speech, assembly and association. The media control organization, previously known as the Ministry of Information, was disbanded. UU no. 40 of 1999 concerning the Press also made changes to the Press Law. Study (Buluamang, 2017) on communication transparency in government bureaucracy, published in the Press Research and Development Journal, vol. 21, is the sixth. Every government organization must use the principle of openness in various areas of life as part of bureaucratic reform. The aim of this research is to find out how communication transparency is used in government bureaucracy. A case study approach is used in qualitative research methodology. Focus groups and participant observation were used as data collection methods over a two-year period. According to the study's findings, performance, spending, and public communications policies continue to pose problems for the transparency of government bureaucratic communications.

The seventh study conducted by (Yusuf, 2011) was published in the UGM Journal of Social and Political Sciences, vol.14 no.3, Local Media in the Political Communication Constellation in the Regions. The existence of local media as a local political subsystem requires a solid foundation of professionalism and idealism. Without professionalism, it is difficult for the media to maintain public trust. Local media must improve its management standards as a commercial institution to support the entire organization and improve the welfare of its employees. This article will discuss three related issues: theoretical observations about the relationship between media, democracy, and processes leading to local democratization; responding to regional autonomy and the role of local media in regional autonomy in mediating political leaders and constituents; and the important role of local media in Indonesia's democratization process, as well as providing alternatives to what local media should be like in the future, as a substitute for democracy.

Research (Ghassani&Sukowati, 2016) on how the media interacts with the government in relation to its role in social control is the eighth. The government and the press have a mutually beneficial relationship. a partnership that benefits both parties. As partners, the media is expected to be able to publicize development initiatives and inform the general public about every public policy implemented by local governments. To communicate information about government actions effectively, it is important for the government and the media to have a good relationship. By delivering news that is honest, balanced, does not defame, and follows the journalistic code of ethics for Indonesia, the press is expected to be able to gain public friendship.

Newspapers as a medium for conveying political information, political participation in society, the ninth study (Suharyanto, 2016) was published in the Journal of State Administration Science, Master of State Administration Science, UGM. While it may be difficult to convince someone to get involved, there are some people who are hesitant to do so, despite the fact that community involvement in shaping government policy affects society as a whole. It will be produced well. However, if society or citizens elect a bad leader—namely a leader who is dishonest—then the people themselves will be harmed. As a result, the decision ultimately lies in the hands of our own community; If we choose good leaders, the results will be profitable considering that Indonesia is a democratic country, which means it is ruled by, for and by the people. Thus, it can be said that newspapers as a means of disseminating political information have a big influence on how much individuals participate in politics (Bungin, 2018).

The relationship between the press and local government is through public relations, where the local government carries out branding (Wahyudin&Erlandia, 2018). the role of the media in encouraging political participation, and the role of the media in disseminating expert information to the general

public, were all discussed in nine previous studies. Meanwhile, my study will look at transactional relations carried out in depth between the local press and regional government, through page contract relations, advertising, adventitious and marketing as well as agenda setting through news framing, with the title "Local Press Relations with regional government in improving branding." the main goal is to improve branding.

In a communication text, framing is the selection of many recognized features of reality that highlight an event. In many cases, this requires providing a definition of the problem, an interpretation of the results, a moral judgment, and a solution as the problem is explained. The idea of framing is often used by the media to characterize the selection process and highlight certain parts of reality, according to a 2018 essay by Aneska Zoya Reeveena.

Placing information in a particular context to prioritize certain issues over others is known as framing (Nugroho, Eriyanto, Surdiarsis, 1999). Baterson first proposed the concept of framing in 1955. A frame was initially described as a conceptual framework or set of assumptions that organizes political opinions, rules, and discourse and offers uniform categories for understanding reality. Goffman expanded this idea in 1974, assuming that frames function as strips of behavior that help people understand reality (Sobur, 2002). As a method of creating and analyzing news, Pan and Kosicki define framing. Cognitive tools are used in coding information, interpreting events, routines, and converting news generation (Eriyanto, 2001).

3. METHODOLOGY

In this chapter, the author provides a general framework for conducting research on interactions between the local press and the Central Kalimantan Provincial Government by outlining the paradigm, approach and type of research used in this dissertation. This study uses a social definition paradigm in accordance with the expected results of its objectives and analysis. The social action writings of Talcott Parsons and Weber (Umanailo, 2019) serve as models for this paradigm. The focus of Weber's attention in social definition is on how social actors define social circumstances and how this social definition influences how they act in social interactions. In-depth interviews and observation techniques are often used in research that follows the social definition paradigm.

Consider these study paradigms while deciding whether a qualitative approach is appropriate. The purpose of qualitative research is to methodically compile descriptions, images, or paintings based on the real and present events of the events being studied. According to (Yin, 2013) qualitative research is defined as "a process of investigation to understand a social or human problem based on the construction of a complex and holistic picture, formed with words, presenting detailed views of informants, and carried out in a natural environment".

A case study approach was used in this research. Bogdan and Bikien (Bogdan & Bikien, 1992) define a case study as a comprehensive analysis of one location, one topic, one document repository, or one particular event. By concentrating on one example closely and in depth, Surachnad (1982) limits the case study technique as a methodology. Meanwhile (Yin, 2008) focuses on quality while offering more technical limitations. According to Ary, Jacobs, and Razavieh (1985), case studies should aim to study units or people as a whole. The researchers looked for all the important factors.

Research Results and Discussion

In this section, the data presented in the previous section will be discussed. Especially related to research problems, the aim of the research is to understand the relationship between the press and the Central Kalimantan Provincial Government in improving branding and understanding the media in carrying out its functions.

4. RESULTS AND DISCUSSION

The collaboration between the Central Kalimantan Provincial Government and the mass media is a breakthrough that not all Provincial Governments in Indonesia have. This mutually beneficial cooperation for both parties has negative and positive sides as a form of social exchange. Based on the results of research which began with observations of three print mass media which were the objects of research, namely the Central Kalimantan Post Daily, Tabengan Daily and Palangka Post Daily, then interviews with research subjects and informants as well as documentation, collaboration with the

media carried out by the Central Kalimantan Provincial Government through a process which is quite long. It is not only seen from the need to channel development information to the public, but there are other aspects such as having a role in positive reporting at the start of the gubernatorial election and the existence of communication, including media management or at least with journalists who cover it in the field, then these journalists convey the commitment between the team. success with their respective editorial management. This effort was part of the political communication strategy when the Sugianto Sabran-Habib Ismail pair began declaring their candidacy in the 2016 regional elections. This couple really understands how effective communication is using media. Political communication is a matter of politicians persuading the public through meetings and mass media so that their political goals are achieved, at the right time and in an efficient manner (Nugroho, 2011).

The Head of the Public Relations Section of the Central Kalimantan Diskominfoantik, Arbandi Gana, admitted that the main media which are currently collaborating with the Central Kalimantan Provincial Government are most of the media which at the time of the nomination had already covered the candidate pair Sugianto-Habib Ismail. At that time, according to his confession, the media covering the Sugianto-Habib Ismail candidate pair had no institutional cooperation because both of them were still candidates and had not yet become governor and deputy governor.

This was acknowledged by Deputy Governor Habib Ismail. Based on interviews with researchers, when they were running as candidates for governor and deputy governor, they asked for help from media friends to cover every activity. Both when declaring as a candidate pair, registering with the KPU, campaigning and determining the Central Kalimantan KPU as the winner of the 2016 regional elections. Through the media, one of them, as a candidate pair, forms and improves their image as a candidate pair and is chosen by the public by forming public opinion. According to Iswandi (Syahputra, 2018) opinion is an expressed statement which can be said with words and can also be expressed with signs or other methods that contain meaning with signs or other methods that contain meaning and the meaning can immediately be understood.

However, based on the recognition of the Deputy Governor of Central Kalimantan for the 2016-2021 period, Habib Ismail, his party is trying to build relationships and empower all media in Central Kalimantan. Including three local media, namely the daily Kalteng Post, daily Tabengan and daily Palangka Post. After being inaugurated, according to Habib Ismail, he and Governor Sugianto made a commitment to build social relations with all components of Central Kalimantan society. Without having to differentiate between supporters and non-supporters during the regional elections. After being elected, all of them are the people of Central Kalimantan who support the running of government and development under the leadership of Governor Sugianto and Deputy Habib Ismail.

Likewise, this media relationship continues to be built. Previously, during the nomination, only a few media were partners, but after being elected, everyone was embraced and became partners. This relationship is very important. According to Spradley and Mc Curdy (Arifin, 2021) explain that social relations are those that exist between individuals that last for a relatively long time which will form a pattern. This relationship pattern is called a social relations pattern which consists of two types, namely associative and dissociative social relations. . Furthermore, according to Abdullah (Arifin, 2021) social relations are relationships between individuals that arise due to social interaction.

Another definition also explains that social relations are social interactions based on feelings of sympathy, empathy and concern for others. However, social relations are also reciprocal relationships between one individual and another individual and also mutual influence which is based on the awareness of each individual to help each other. Social relations are a process of influence between two or more people.

The relationship built by the Provincial Government, among others, with this media was in the form of collaboration in reporting in the form of initially using the term page contract. According to the Chief Editor of the Palangka Post, Haris Sadikin, the term page contract is no longer used but uses the terms collaborative reporting, adventitious or advertising. This shift in terms, according to him, has a different meaning too. If there is a page contract, the contracted page cannot be filled with news other than Central Kalimantan Provincial Government news. However, news collaboration is not about buying pages but placing news on certain agreed pages.

In this collaboration, mutually beneficial social exchanges occur. Social exchange, used in this research, makes the assumption that a person's behavior is influenced by the outcome of social contact with other individuals who offer the possibility of reward, or punishment. (Monge et al., 2003). In this collaboration, the Head of the Public Relations Section of the Central Kalimantan Diskominfosantik, Arbandi Gana, started with media leaders submitting a request for an offer for collaboration in reporting. This offer is complemented by the news products offered. For example, for print media reporting, page 1 is one story and one full page at the top which has the logo of the symbol of Central Kalimantan Province and includes a photo of the governor and deputy governor and is published every day. The offer is accompanied by a fee that must be paid by the Central Kalimantan Provincial Government in lieu of reporting services.

Each media offers different fee rates. Depends on individual management decisions. After all the offers from a number of media have been collected, both from print, online and electronic media at the Central Kalimantan Communication and Information and Encryption Service, previously at the Public Relations Bureau of the Central Kalimantan Regional Secretariat, then a discussion meeting will be held at the Communication and Information Service to decide how many media are approved for cooperation, then determine the amount. budget approved by each media. To determine the number of media along with the budget, if necessary, the Communication and Information Service will ask for the consideration of the Regional Secretary as head of the budget team for the Central Kalimantan Provincial Government and the Governor of Central Kalimantan.

After the Provincial Government has agreed, the respective media management is invited to sign the agreement or MoU. From that moment on, all media that had established relations and collaboration carried out social exchanges, including Kalteng Post, Tabengan and Palangka Post. The media every day reports all news from the Central Kalimantan Provincial Government in accordance with the contents of their respective agreements.

Kalteng Post, as the first and largest daily print media, according to its Chief Editor, sometimes publishes news from the Central Kalimantan Provincial Government with sources directly from the Governor of Central Kalimantan, Sugianto Sabran, on page one. Whether it is an open news position or a headline or main story depends on the news content. If the news is policy that concerns the general public then it is placed on the headline or open news page.

Apart from that, there is collaboration news on page one. There is also colored inside page news featuring the symbol of Central Kalimantan and photos of the Governor and his Deputy. So that news about the Central Kalimantan Provincial Government is published every day, Central Kalimantan Post places a special journalist in the office. Likewise, in the Palangka Post daily, news about the Governor of Central Kalimantan is published on page one every day and is often placed in the main news or open. This policy has become an agreement with Palangka Post management and is mandatory.

Apart from the news on the main page, news about the Provincial Government is also on a full page at the top, complete with the symbol of the Central Kalimantan Provincial Government and photos of the governor and deputy. On this page, apart from the governor's news, there is also news from officials within the provincial government, such as official, agency and office news. The reporting in the Tabengan daily is divided into two. There is a daily time for collaboration and after the end of the collaboration. During the first period of Governor Sugianto's leadership 2016-2021, this daily collaborated with the Central Kalimantan Post and Palangka Post. At that time the governor's news was published on page one. Although not every day. But every day the Provincial Government news is on a special page, namely the Central Kalimantan Provincial Government page which is on the inside and is equipped with the Provincial Government symbol and photos of the governor and deputy governor. On this page, apart from news from the governor and deputy governor, news from agencies under the Central Kalimantan Provincial Government is also published.

However, after entering the second period of Governor Sugianto's administration, Tabengan no longer continued cooperation due to non-technical reasons, so since then Tabengan has no longer published Central Kalimantan Provincial Government news. Unless there is news that is very important to society. The rest of Tabengan is more about news that is social control in nature.

As an exchange of forms of social relations between the media and the Central Kalimantan Provincial Government, on the one hand the media presents news of activities, statements by the governor and policies of the Central Kalimantan Provincial Government which are published every day and on predetermined pages, according to agreement during a certain period. On the other hand, the Provincial Government will prepare a budget sourced from the Central Kalimantan Regional Revenue and Expenditure Budget (APBD) which will be paid to each media in accordance with the agreement.

This payment is through the communications, information and coding service budget ceiling to a number of collaborating media. According to the Secretary of Commission 1 of the Central Kalimantan DPRD, Sirajul Rahman, the budget for payments resulting from the collaboration is official. This means that it is submitted according to the budget mechanism. The Provincial Government submitted a Draft APBD including the budget for the Central Kalimantan Communication, Information and Encryption Service (Diskominfo), which, among other things, includes a budget for cooperation with the media. Then it was discussed by the commission in charge together with Diskominfo. After agreement between the legislature and executive, the Central Kalimantan APBD is determined and ratified by the Governor and Chair of the Central Kalimantan DPRD. In accordance with Minister of Home Affairs Regulation number 9 of 2021 (Regulation of the Minister of Home Affairs of the Republic of Indonesia, 2021).

The amount paid by each media is different. Some are based on an agreement based on the number of pages and some are based on a calculation of the number of news stories. In this way an exchange occurs between Kalteng Post, Tabengan and Palangka Post. By disseminating information about the success of the implementation of development and governance carried out by the Central Kalimantan Provincial Government to the entire Central Kalimantan community, thereby increasing branding which creates public trust in its leaders. Meanwhile, the media gets very significant financial rewards in replacing production costs which are increasingly higher day by day, such as paper costs, printing machine maintenance, electricity, taxes and office operations. Including improving employee welfare.

5. CONCLUSION

Mass media has a very strategic function. According to (Nurudin, 2007), mass communication and mass media are inseparable. When talking about mass communication, it cannot be separated from the mass media. The function of the press is regulated in Law of the Republic of Indonesia Number 40 of 1999 concerning the Press. In article 2, points 1 and 2, it is stated that: Article 1. The national press has functions as a medium of information, education, entertainment and social control. 2. In addition to these functions in paragraph (1), the national press can function as an economic institution.

Likewise with other functions, the educational function of mass media also plays a role in advancing education in Central Kalimantan through the policies of the Provincial Government with the motto "Central Kalimantan is a Blessing". Such as student scholarship policies and others. Apart from that, it is in order to increase insight, improve the quality of human resources, increase mastery of broad insight, mastery of science and technology and no less important is the formation of the character of the younger generation who have morals and are devoted to God Almighty.

This function is contained in the print media pages as an integral part of the Central Kalimantan Provincial Government's news. In reporting on the function of education, the Central Kalimantan Provincial Government's policies regarding development policies in the education sector were also conveyed.

Basically, humans need entertainment and excitement to be able to maintain their lives (Freud, in Martin 2007). In achieving the joy, pleasure or entertainment they desire, humans look for ways. These include reading celebrity news in newspapers, watching television or radio, writing short stories or hobbies.

In the mass media for entertainment functions as stated in Article (3) of Law 40/99, fulfilling the community's right to fulfill spiritual needs which are the rights of every individual. This collaboration does not prevent these three print media from publishing news that contains entertainment. Entertainment news is usually published on Saturdays and Sundays, such as news about artists, literary works, folk tales and children's stories that are educational and entertaining. According to

Chief Editor of Central Kalimantan PosHusrin A Latif, this entertaining news still refers to ethics or not violating moral values, upholding local wisdom, human rights, religious values and other regulations existing in Indonesia.

The final and no less important function of the mass media is social control, which involves constructive criticism and monitors the course of development and governance carried out by the government in order to prevent the occurrence of policy deviations, KKN and deviations from authority. Of the three previous press functions, namely information, education and entertainment, this social control function is the heaviest. As acknowledged by the Chief Editor of KaltengPos, Husrin A Latif, to provide social control, for example, there are officials who abuse their authority. So it is not immediately reported immediately, but really checks the truth of the news, confirms it with the official who is reported and the legal impact of the news.

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