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## THE INFLUENCE OF MASS MEDIA REPORTING ON THE RESCUE AND FORMULATION OF ENVIRONMENTAL LAWS IN KEDIRI

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### ABSTRACT

*News coverage by the mass media is very influential on the way of thinking and behaving society in saving the environment from damage. Examples are pollution, abuse of natural resources and environmental protection. Media coverage also influences policy makers in formulating environmental law policies. Aspects of communication and policy aspects have interrelationships that affect each other. In the empirical level the relationship is reflected in the public perception when responding to environmental problems. The mass media as a social institution has contributed to the worldview and thinking of the community and policy makers. This study focuses on the interrelation or relationship between press coverage with rescue and environmental law formulation policy. The purpose of research to determine the influence of mass media coverage on rescue and environmental management policy. This type of research is qualitative research with mass media content analysis method combined with in-depth interview technique to source and stake holder applied in this research. Data processing is done by manual coding technique, coding sheet and interview guide. The analysis is done by qualitative and quantitative descriptive approach presented in the form of frequency table and bar diagram. Interview results are used to sharpen the analysis. The result, that the continuous and continuous mass media coverage and deep, was able to stop environmental destruction, especially illegal sand mining in the Brantas River Basin of Kediri. Second, the government in taking environmental law policy is influenced by mass media coverage. The conclusion of this research is that the mass media influence the cessation of illegal sand mining activity in Brantas River Basin of Kediri. Both media coverage influenced policy makers to formulate legal policy in Kediri.*

Pemberitaan oleh media massa sangat berpengaruh terhadap cara berpikir dan berperilaku masyarakat dalam menyelamatkan lingkungan dari kerusakan. Contohnya adalah pencemaran, penyalahgunaan sumber daya alam dan perlindungan lingkungan. Liputan media juga mempengaruhi pengambil kebijakan dalam merumuskan kebijakan hukum lingkungan. Aspek komunikasi dan aspek kebijakan memiliki keterkaitan yang saling mempengaruhi. Dalam tataran empiris hubungan tersebut tercermin dalam persepsi masyarakat ketika menyikapi permasalahan lingkungan. Media massa sebagai institusi sosial telah memberikan kontribusi terhadap pandangan dan pemikiran masyarakat dan pembuat kebijakan. Kajian ini berfokus pada keterkaitan atau hubungan antara pemberitaan pers dengan penyelamatan dan kebijakan perumusan hukum lingkungan. Tujuan penelitian untuk mengetahui pengaruh pemberitaan media massa terhadap kebijakan penyelamatan dan pengelolaan lingkungan. Jenis penelitian ini adalah penelitian kualitatif dengan metode analisis isi media

massa yang dipadukan dengan teknik wawancara mendalam kepada narasumber dan pemangku kepentingan yang diterapkan dalam penelitian ini. Pengolahan data dilakukan dengan teknik manual coding, coding sheet dan pedoman wawancara. Analisis dilakukan dengan pendekatan deskriptif kualitatif dan kuantitatif yang disajikan dalam bentuk tabel frekuensi dan diagram batang. Hasil wawancara digunakan untuk mempertajam analisis. Hasilnya, pemberitaan media massa yang berkesinambungan dan terus menerus serta mendalam, mampu menghentikan perusakan lingkungan khususnya penambangan pasir ilegal di DAS Brantas Kediri. Kedua, pemerintah dalam mengambil kebijakan hukum lingkungan dipengaruhi oleh pemberitaan media massa. Kesimpulan dari penelitian ini adalah media massa mempengaruhi penghentian aktivitas penambangan pasir ilegal di DAS Brantas Kediri. Kedua pemberitaan media tersebut mempengaruhi pengambil kebijakan untuk merumuskan kebijakan hukum di Kediri.

**Kata Kunci:** *Influence, Mass Media Reporting, Rescue And Formulation, Environmental Laws.*

## A. PENDAHULUAN

Mass media is very strong influential in the process of forming individual and group attitudes. The media plays a role in the process as a transmitter of information that will form the basis of attitude formation. News coverage in mass media in research conducted by team from Kediri Information Society (MIP), also very influential to society in assessing government image. Research conducted in 2008 is still very relevant. Based on the theory developed by Denis MC Quil, that media have a very strong influence in the formation of one's cognition. Media provides information and knowledge that can ultimately shape perception. Research shows that perception affects attitude (attitude) and behavior of a person (Quail, 1996).

Cognition is all the processes that occur in our mind that is, seeing, observing, remembering, perceiving something, imagining things, thinking, guessing, judging, considering, and estimating. The process of mutual influence is a natural phenomenon in the interaction between communities. Through interaction with various other communities, the citizens of Kediri or community groups that inhabit the archipelago (before the Indonesian nation was formed) have experienced the process of being influenced and influenced. In essence the citizens of Kediri (Indonesian nation), as well as other nations, developed because of external influences (Effendy, 2005).

Many events around the world reported by the media, be it the television media, newspapers, magazines, internet, and so forth. Presentation of news, choice of angle, selection of sentence highlights, will be accepted by readers. In fact, according to Fiske & Taylor, the public views that the news in the media is a truth, in the sense that the general public tends to accept it naively, accepting the news without questioning the validity of the news (Abede, 2005).

Thus, the higher the frequency or intensity of the community accessing the information through the media, the more likely it will affect the readers, viewers, and listeners. Thus, in the attitude of officials and communities affected by the media. Similarly, the accumulative news presented by the media in connection with the destruction of the environment, can be an indicator of a constructive change in the field of legal formulation policy and the dismissal of mining or environmental damage (Febriansyah, Saidah, & Anwar, 2021).

In the process of media communication is assumed to affect the behavior of society. The process of communication in this case can be done through speech, writing, pictures, and broadcasting. Furthermore, communication contains elements affecting or altering, that is, resulting in a change in the knowledge, attitude or actions of those involved in the communication process. As described by Onong Uchjana Effendi in the pragmatic aspect, the media has four functions, including: (1) broadcasting information, (2) educating, (3) entertaining, and (4) influencing. The influencing function of the media is implicitly present in the news, while explicitly in the editorial and articles. Media also fulfills the function of influencing in economic and business aspect, that is through advertisement or advertisement (Lestaluhu, 2015).

In electronic media, especially television, the function of influence is more strengthened again. According to Sam Abede Pareno in research the effectiveness of mass media in general puts the most effective television. Its effectiveness lies in its audio visual characteristics so that television is the most powerful mass media. With its "live" image makes television the most powerful in its credibility. Onong Uchjana Effendi also reinforces the point. The strong influence of television on people's lives was allegedly realized when it began broadcasting in 1962 in Indonesia. Television programs can influence the attitude, views, perceptions, and feelings of the audience. The background of the emergence of television in Indonesia is different from abroad, especially Germany and America. Abroad, television was made for diversion from human dependence on cinema, while in Indonesia television broadcasting as a diversion from print and radio media.

## **B. METODE**

This type of research is qualitative research with mass media content analysis method combined with in-depth interview technique to source and stake holder applied in this research. Data processing is done by manual coding technique, coding sheet and interview guide. The analysis is done by qualitative and quantitative descriptive approach presented in the form of frequency table and bar diagram. Interview results are used to sharpen the analysis (Ikhwan, 2021).

### **C. HASIL DAN PEMBAHASAN**

Mass communication is a kind of social power that can move social processes toward a predetermined goal. But to know precisely and comprehensively about the social forces possessed by mass communication and the results it can achieve in moving the social process is not easy. Therefore, the effects or outcomes that can be achieved by communication carried out through various media needs to be assessed through certain methods of psychological analysis and social analysis.

What is meant by psychological analysis is a social force that is the result of work and is related to human nature and nature. While social analysis is a social event that occurs due to mass communication with the use of mass media is very unique and complex. Donald K. Robert (1999) reveals anyone who thinks that "Effect is only a change in human behavior after exposure to mass media messages". Because of the focus of the message, the effect must be related to the message conveyed by the mass media. Furthermore, according to Steven M. Chaffee the effects of mass media can be seen from three approaches. The first approach is the effect of mass media relating to the message or the media itself. The second approach is to look at the types of changes that occur in mass communication audiences in the form of changes in attitudes, feelings and behaviors or in other terms known as cognitive, affective, and behavioral changes. The third approach is observation of audiences that are subjected to mass communication effects.

One of the most important functions of the press today is the control function. Operationalization of the implementation of this control function is the press as much as possible to take the role to supervise, maintain, and conduct investigations on various activities carried out by government agencies or other institutions that carry out public service activities. This control or "watchdog" function must be performed more actively by the press than by other community groups. It is this function that puts the press as one of the fourth pillars / forces in the democratic system. The purpose of the fourth power of the press is able to emulate the executive, legislative, and judicial power. Therefore, the existence of print media spread in Ambon City can play a role in carrying out the function of control over various activities / policies undertaken by government or private institutions in performing services for the benefit of the wider community. It is hoped that by maximizing the role of the control function, the print media can produce news that is capable of disclosing various forms of violation or irregularities, whether committed by executive, legislative, and judicial officials, as well as related institutions (Anwar, 2022).

In 2010, the illegal sand miners along the Brantas River Basin of Kediri District perform activities, some of which have traditional uses of mechanics, resulting from mining the bottom of the river down, resulting in a bridge in Semampir that connects Kediri west of the river and Kediri East part threatened to be cut off , the Public Works Department (DPU) took steps to create a retaining peg from the iron, north of the

Semampir bridge. One of the stories made in local media Kediri is published on KediriJaya.com entitled Due to Illegal Sand Miner, Bridge Threatened Collapsing:

The tragedy of the collapse of the bridge in Tenggarong, East Kalimantan, which killed dozens of people, was immediately responded to by the City Government (Pemkot) of Kediri, especially by continuing to monitor the Semampir bridge which connects the two sub-districts in the City of Kediri. "Even though the bridge belongs to the provincial government, we are always monitoring, for the latest monitoring results, the Semampir bridge is still safe," said Head of the Public Works Office (PU) of Kediri City, Kasenan, Tuesday (11/29/11). He also admitted that bridge maintenance is under the authority of the provincial government (Pemprov). However, his party will continue to monitor and report to the Highways of East Java Province (Jatim). "We do not have the authority, we can only provide progress reports related to bridges," he said. Moreover, since the existence of a bridge guard to dispel sand in order to survive to secure the bridge, the previous stretch that occurred in the bridge. So far, it has not increased. "There is no increase in the stretch, it remains the same as before," he explained. Separately, the Mayor of Kediri Samsul Ashar, with the incident of the bridge collapsing, he asked that all sand mining activities be stopped. "I will work hard to stop the sand mining, because it will damage the bridge."

By searching the news on the web it was found about 9 (nine) media that intensively reported illegal sand mining ten such news are:

1. Kedak Bridge Damaged Due to Wild Sand Mining-beritajatim...beritajatim.com/.../jembatan\_kedak\_rusak\_hasil\_penambangan\_pasir\_l\_iar.html, 10-Nov-2016-kediri (beritajatim.com) -Kediri district government finally intervened to inspect the damaged Kedak bridge and threaten the safety of citizens.
2. The East Java Provincial Government Affirms the Ban on Sand Mining-ANTARA ...www.antarajatim.com/see/news/77550/index.html. 2.Dec 2011, the Deputy Governor who is also the Head of the East Java Regional Quarter said that sand mining is very detrimental. The impact is direct on society. The entire infrastructure around the river site, such as bridges, houses, and other buildings, was damaged due to the eroded soil. He confirmed.
2. 3.Title of news: Old Kertosono Bridge Shifts-Surya Surabaya. Tribunnews .com > East Java May 17, 2010-Nganjuk- Surya-Kian many bridges are damaged or unfit for use due to illegal sand mining on the Brantas River. One of which is. ... is shifting. In the city of Kediri, the Semampir Bridge experienced a shift of up to 14 centimeters and caused the bridge body to fall.
3. 4.Sand mining in Kediri is getting crazy-Kompas.com//Sains.kompas.com>Kompas.com > Regional 18 Feb 2009 Sand Mining in Kediri Gets Crazy Kompas.com-18/02/2009,... As a result, the Civil Service Police Unit and the police have difficulty controlling them. Chairman of the City DPRD ... "If this continues, the entire infrastructure in Kediri, including the Semampir Bridge, could be damaged. In fact, the bridge... //

4. 5. Berita -105.7 Radio ANDIKA Kediri| Information and Solutions // [www.andikafm.com/news/detail/.../damage-environment-sungai-brantas-semakin-bes.../](http://www.andikafm.com/news/detail/.../damage-environment-sungai-brantas-semakin-bes.../)  
3 May 2010 - ANDIKA FM, Kediri - Due to mechanical sand mining, the threat of environmental damage in the Brantas River area in The city of Kediri, increasingly ... Tri Krisminarko said, the shift in the bearings of the Semampir bridge, is evidence that mechanical sand mining on the Brantas River is very dangerous. Even an analysis of the economic value of the benefits and negative impacts of mining...repository.ipb. ac.id/ handle /123456789/63908 by D Iriani - 2013- Referred once - Related article Analysis of the economic value of benefits and negative impacts of illegal sand mining on the Brantas River, Semampir Village, Kediri City ... damaged Rp 1 149 570 000, government revenue lost Rp. 1 245 300 000, repair of river cliffs Rp. 215 828 200, Installation of bridge groundsil Rp. 1 500 000 000/
5. 6. Bridges in East Java Need Serious Attention - VIVA.co.id [www.viva.co.id/berita/nasional/268324-8- Jembatan-di-jatim-perhatian](http://www.viva.co.id/berita/nasional/268324-8- Jembatan-di-jatim-perhatian) 30 Nov 2011 - "There is a broken connection and repairs can only be done at night. However, from ... Semampir Bridge, Kediri City, condition: since 2009 the support poles have hung up to 14 cm 2. Bridge ... Lespadangan Bridge, Mojokerto, condition: critical foundation due to illegal sand mining
6. 7. Satpol Destroys Warehouse for Storing Mining Equipment ...jatim.antaranews.com/.../satpol-hancurkan-gudang-storing-equipment-penam...15 Dec 2011 - Like the Semampir Bridge, which connects the City and Kediri Regency, it was 15 centimeters apart, as a result of sand mining. "These recalcitrant miners, by continuing to operate, blatantly use ships to transport sand. In fact, the Bridge
7. 8. Incessant Raid on Sand Miners, Head of PP Threatened to Harassment [https://news.detik.com/.../gencar-razia-miners-pasir-kasatpol-pp-threatening-disappearance\\_](https://news.detik.com/.../gencar-razia-miners-pasir-kasatpol-pp-threatening-disappearance_) 29 Sep 2010 - "Keep going "I am not afraid of the terror. For me, sand mining is very disturbing, because the damage caused has been very large," he said. Meanwhile, during the raid conducted in Semampir Village, the Satpol PP seemed to have lost their temper...
8. 9. Stop the Traditional Miners - Surabaya Pagi [www.surabayapagi.com/Event/55861/.../ Stop\\_Traditional Miners.html](http://www.surabayapagi.com/Event/55861/.../ Stop_Traditional Miners.html) 17 Sep 2010 - Officers forcefully stop sand mining activities using bojong. Hundreds of miners were gathered together and given warnings about the environmental damage caused by mining. Don't just... break. Just look, the Semampir Bridge is already 14 centimeters apart.  
"The mayor of Kediri, then took various policies as a result of being heavily reported about the damage to the Brantas river. The City Government (Pemkot) of Kediri makes it difficult for the distribution of wild sand, aka from mechanical mines originating from the Brantas River, to be brought out. The municipal government closed a number of access roads to the mines by diverting lanes, and blocking all entrances. Mayor of Kediri dr. When confirmed, Samsul Ashar, after performing the Friday prayer,

confirmed the plan to close the access route to the illegal mining. "Yes, starting with the Satpol PP raid yesterday, later we will continue with the provincial route diversion program in the Semampir village, and closing a number of entrances by installing a 2-meter wall," explained Mayor Dr. Samsul Ashar. (Friday 14/8/2009) afternoon.

The plan to complicate the distribution of the wild sand out, added the Mayor of Kediri, is currently being discussed, including the permit process, which is still being processed in East Java Province. "Because there will be a plan to divert the provincial route. Namely, the route to Kediri City is diverted to the west, through the Semampir Bridge to the south," explained Dr. Samsul Ashar. With the diversion of the route, the Kediri City Government hopes that trucks that usually load sand will find it difficult to enter. "In the future, there will only be traditional views with bojong tools. Because, we know, due to rampant illegal sand mining, now it has threatened bridges, and damaged the environment on the banks of the Brantas River," said Dr. Samsul Ashar. Separately, illegal sand mining also threatens to create a water crisis in Kediri City. "In the last three or four years, the level of the Brantas River has now dropped by 4 meters. Automatically, the source of the residents' wells has also decreased. Moreover, when it is entering the dry season, of course it makes residents worry," said the Head of Subsection TU of the Spatial Cleanliness and Parks Service ( DTRKP) City of Kediri.

As previously reported, the Secretary General of the East Java Mining Company Association (Apertam), Hudin Al Sony, said that if the results or profits of the mechanical wild sand miners are very large, even though it is not comparable to the impact of environmental damage felt by residents. Sony, who is also a member of the Brantas Water Resources Management Coordination Team (TKPSDA) from Mojokerto-Tulungagung, said that in a day the amount of sand dredged by mechanical illegal miners reaches 400-500 trucks. "If you add up in the form of a minimum of IDR 300,000 per bill, it will reach IDR 150 million a day," explained Sony.(nng/Haz)."

The influence of press coverage is not only effective in pressuring the government to take decisions on closing illegal sand mining, but also effective in influencing the government in taking the policy of saving the river Brantas environment from pollution. News about sanitary napkins or pempres sticking out in various media including Jawa Pos. Kediri city government, directly in action and make a decision or brantas rescue policy of residents who throw diapers or pancreas throughout Das Brantas. Here's a news excerpt from Jawa Pos titled BEP Team Find Two Quintal Diapers, published Tuesday, Sept 26, 2017 13:25:

KEDIRI KOTA - Public awareness not to litter is still low. There are still many that are dumped in the Kediri City river. Especially in the Brantas River. As a result, there is a dangerous environmental pollution. Yesterday, the Diaper Evacuation Brigade (BEP) did some clean-up at several points. As a result, they got two quintals of baby diapers. The inorganic waste was found in the river under the bridge in Tahu City. "Of course this garbage can pollute the environment around the river," said BEP Coordinator Aziz to Jawa Pos Radar Kediri. The clean-up action began at around 11.30.

There were five environmental activists who carried out this action. Four of them wore special white anti-waste clothes. The clothes also have head or face protection. So when worn cover the whole body. Including the face covered with a special mask. The BEP team headed for the first point target in the tributary of the Brantas River. Precisely under the Ngampel Bridge, Ngampel Village, Mojoroto District. There they went straight down to the river. Once under the bridge, a lot of plastic waste was found. There is also other non-organic waste. However, the team is more focused on finding baby diaper waste. And it's not hard to find and get it. Apart from being scattered, a number of diapers were wrapped in crackle bags. The diapers collected by the BEP team are then collected and then dried. If it is calculated, according to Aziz, the pile of diaper waste from under the Ngampel Bridge can reach up to one barrel. The volume of the barrel is one meter high with.

50 centimeters (cm) wide in diameter. "If weighed, it may weigh up to about 40 kilograms (kg)," he said. Aziz said that his team did not only find in the river. However, the water pipe installed next to the Ngampel Bridge can also be seen a lot of diaper waste. "There are already many on the edge (of the bridge), especially in the river," said this environmental activist. Not just clogging. The diaper trash also gave off a pungent smell. Not good. The BEP team picked it up using nets and sticks. Yesterday, they were seen busy picking up the plastic-wrapped diapers one by one. Apart from diapers, many other non-organic wastes are wrapped in the same containers. Not only at that location, Aziz said, BEP also took action to clean diapers at several points. Such as in the Kali Kedak flow, the Kresek River, Parung, Semampir, the old bridge, and the Jl Brigjen Katamso bridge. Until yesterday, the team had managed to collect as much as 200 kg or two quintals of diapers. "That's for three days we cleaned," said Aziz. Their activities did not only take place yesterday. However, the clean-up action had already started three days earlier. "We have checked and dropped off since last Friday (22/9)," said Aziz to a number of media crews. He stated that the garbage dumped in the rivers was dominated by baby diapers. People who are not aware of environmental sustainability carelessly throw them under bridges and rivers. In fact, there is clearly not a trash can. "Yes, that's a concern. Awareness of disposing of waste in the proper place is still minimal. They should not throw it (garbage) carelessly. Especially to the river," said Aziz. This lack of awareness, according to him, cannot be separated from the people's habit of throwing diaper waste in the river. This is because there is a myth that says it is not permissible to burn a baby's diaper. When burned, the baby will be sick. Hence, people prefer to throw it in any place. "And a possible target is in the Brantas River," he explained. Because it was continuously and frequently dumped there, continued Aziz, the diaper waste eventually overflowed in the river. This condition will cause problems because it will soon enter the rainy season. He is worried that this diaper waste will disrupt the flow of the river and cause other dangers. Like the emergence of diseases that come from the decay of diapers in the river. That's why people have to be vigilant. Especially those who live near rivers. So where will the collected diaper waste go? Aziz

stated that the plan was to bring the used diapers to the Dinas Environment (DLH) City of Kediri. "After we dry it, we take it there (environmental service, ed)," he added. Azis and his team want to show the relevant agencies if baby diaper waste needs further treatment. Therefore, the diaper waste should be disposed of in a landfill (TPA). Not in the river that is around the community.

In addition to Java Post, Kompas, Okezon, Republika, Antara, Factual new, Korantransparency, Memo, Bangsa, Radar Kediri, also preach the environment issue intensively with various angles of news. Some news sites are preached with a variety of titles including:

300 Kg of Baby Diaper Garbage Lifted from the Brantas River - Kompas ... regional.kompas.com > News > Regional 27 Sep 2017 - Ecoton environmental rescue group lifted 300 kilograms of disposable diaper waste from a number of tributaries of the Brantas River in Kediri City. None: Meet You visited this page on 22/12/17. 2 quintals of pampers used to pollute the tributaries of the Brantas River in Kediri ...// <https://www.merdeka.com/.../2-kuintal-pamper-bekas-kotori-anak-sungai-brantas-di-k..>.25.

Sep 2017 - Let's be smart. The habit of residents throwing garbage into the river is still rampant in Kediri, East Java. From the results of cleaning the six bridges of the Brantas River, two quintals of baby diaper waste, aka pampers, were collected. The Disaster of Brantas River Water that is No Longer Quality : Okezone News <https://news.okezone.com > News > East Java>.

Sep 6, 2017 - MALANG - Piles of garbage can be seen piling up on the banks of the Brantas River. Precisely under the Muharto bridge, Malang City, East Java. This garbage collects at several points on the left and right of the river. Garbage is dominated by used baby diapers, plastic waste, livestock waste, and garbage ...River Not a Trash - Jawa Pos.

<https://www.jawapos.com/radarkediri/read/2017/09/26/.../river-not-place-rubbish...>26 Sep 2017 - There is still a lot that is dumped in the Kediri City river. Especially in the Brantas River. As a result, there is a dangerous environmental pollution. Yesterday, the Diaper Evacuation Brigade (BEP) did some clean-up at several points. As a result, they got two quintals of baby diapers. Inorganic waste ...None: In Jombang, the Brantas River is a Favorite for Disposal of Baby Diapers ...[https://faktualnews.co/2017/08/25/jombang-sungai-brantas-adi...popok .../](https://faktualnews.co/2017/08/25/jombang-sungai-brantas-adi...popok...) 33315/25 Aug 2017 - Jombang as a Stream from the Brantas River, must receive diaper waste from the cities of Kediri and Kertosono," he explained. "This should inspire the Jombang government to move quickly to overcome the problem of this shipment," continued Prigi Arisandi in his written letter. Also Read: Fun...None: Kediri Environmental Activists Clean 2 Quintals Of Baby Diaper Garbage[www.korantransparansi.com/...kediri...popok.../5](http://www.korantransparansi.com/...kediri...popok.../5) 210-activists-ingkung an-kediri-bersi... Sep 25, 2017 - They, Ecological Observation and Wetlands Conservation (Ecoton) East Java environmental activists evacuated baby diapers that were thrown

carelessly in a number of rivers leading to the Brantas River in Kediri, East Java. There are 6 bridges visited by environmental activists. Topic : Brantas River | Republika Online [national.republika.co.id/index/hot\\_topic/Sungai\\_brantas#sungai](http://national.republika.co.id/index/hot_topic/Sungai_brantas#sungai) Brantas ... Kediri City Government Installs CCTV to Monitor Diaper Disposal into River. Tuesday, 26 Sep 2017 18:12 WIB. KEDIRI -- The government of Kediri, East Java, plans to install surveillance cameras or ..."

The influence of the news is directly responded by the government. Through the new Mayor of Kediri, Abdullah Abu Bakar, the policy is to install surveillance cameras or CCTV in the riverside of the river. In addition to installing kamrea scouts the Mayor of Kediri take a policy of promoting Karang Taruna to do the cleaning every day and participate in supervising the cleanliness of the river.

#### D. SIMPULAN

That massive mass media reporting on environmental damage and pollution and destruction of Brantas watershed influenced policy makers to formulate legal policies. The influence of press coverage is not only effective in pressuring the government to take decisions on closing illegal sand mining, but also effective in influencing the government in taking the policy of saving the river Brantas environment from pollution. News about sanitary napkins or pempres sticking out in various media including Jawa Pos. Kediri city government, directly in action and make a decision or brantas rescue policy of residents who throw diapers or pancreas throughout Das Brantas.

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