

Good Governance in the News of City Walk Revitalization on the Website Owned by the Tegal City Government

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Abstract

The government, as an institution that manages a region, has an important role in fostering trust among its citizens. Therefore, a good government is a government that can apply the correct principles of good governance. Every decision made by the government should be weighed based on the needs of the society, especially those with significant impacts such as revitalization projects. The Government of Tegal City embarked on the revitalization of city walk along Ahmad Yani St. with the intention of boosting the local economy. This study aims to examine how the Government of Tegal City implements good governance principles by analyzing media coverage of the revitalization project on the online platform www.tegalkota.go.id. The method used is reception analysis by Stuart Hall, which investigates the audience's interpretation through the processes of encoding and decoding. This analysis categorizes the audience into three groups: dominant hegemonic, negotiation, and opposition. The research findings indicate that the audience tends to side with the negotiation group, suggesting that they do not fully accept the messages conveyed by the government via the website www.tegalkota.go.id and perceive that the government still needs to improve its governance practices.

Keywords: Reception Analysis, Good Governance, Revitalization

INTRODUCTION

News is information that contains events that are happening or have taken place with the aim of providing knowledge to the public. With the development of internet technology, news has become more accessible to people anywhere and anytime. A study conducted by Reza Pahlavi through Katadata.com (2022) states that there are as many as 88% of people who read online or non-physically on their cellphones.

When consuming news, people's meanings vary depending on their background. As well as reading news about the revitalization of the city walk area of Tegal City located on Jalan Ahmad Yani. City walk revitalization in Tegal City is one of the strategic programs of the Tegal City Government to develop friendly and pleasant public spaces for residents. This program is recorded in the Regional Medium-Term Development Plan 2019-2024 (BAPPEDA Tegal, 2019). This plan aims to improve the quality of life of the community, create a conducive investment climate, and strengthen the city's identity as a center of economic and social activity. The revitalization of the city walk began in late August 2021 until around April 2022. This revitalization process did not escape the news. News about the revitalization of the city walk construction circulated on the internet and also online media owned by the Tegal City Government, namely www.tegalkota.go.id. The news highlighted how the government's actions and attitudes responded and informed the revitalization plan. Reporting from Kompas.com news (04/10/2021) written by Trisno Setiadi (2021), Public Relations of P3 JAYA, which is an association of street vendors on Jalan Ahmad Yani, stated that the traders firmly refused to carry out the relocation process. The residents and traders consider the Pasar Pagi area as their place to find food, they object if the government wants to turn the area into a tourist area. P3 JAYA is also not afraid to go through legal channels in

rejecting this development. After deliberation, 48 street vendors agreed to relocate. According to data from the Public Relations of the Tegal City Government (2021), these 48 traders were divided into two relocation places provided by the government, as many as 31 traders chose to trade in JL. HOS Cokroaminoto and 17 street vendors trade on Jl. Dr. Setia Budi. Each merchant is given a place on the side of the road 4 meters long and 2.5 meters wide. They are also facilitated with electricity supplied through street lighting (PJU) starting at 17.00 pm. Finally, in 2022, after going through many protests from the community, the construction of the Tegal City city walk was successfully built.

The government as an agency that manages an area has an important role in fostering trust in its citizens. According to Arbainah and Syafari (2021), understanding the concept of good governance is very important to run good governance. The implementation of good and responsible governance will also only occur if the government has equal networks and interactions when political, economic, and administrative authority is applied.

Research to examine how the implementation of good governance by the government has been conducted by Santrio Kamaluddin (2019) entitled "Good Governance at the Okhika District Office of Pegunungan Bintang Regency" and Arbainah (2021) entitled "Good Governance in the Development of the Barabai Modern Traditional Agribusiness Market in Hulu Tengah District". Both studies highlight the application of good governance principles in the context of infrastructure development and public facilities. However, there are still challenges in realizing good governance goals such as gaps between plans and implementation and lack of transparency in reporting results.

Unlike Santrio Kamaluddin and Arbainah's research which examines only in terms of government and society, this study assumes that online media including government-owned mass media also play an important role in shaping public perceptions of various government policies and initiatives. In the news uploaded to the www.tegalkota.go.id website with the title "City Walk Area Planning Jalan A. Yani", "City Government Socialization of the Type of City Walk Food Truck Jalan A Yani", and also "Arrangement of Jl. Ahmad Yani Planned and Stated in the RPJMD", the government gave knowledge that development The city walk on Jalan Ahmad Yani has been designed to increase the tourist attraction of the people of Tegal City and they can do anything in the city walk area. Therefore, this study aims to understand how the people of Tegal City interpret news about city walk revitalization and how the government implements the principles of good governance in the implementation of revitalization projects listed in the news through official government online media.

RESEARCH METHODOLOGY

The paradigm used in the research "Good Governance in the News of City Walk Revitalization on the Website Owned by the Tegal City Government" is a post-positivistic paradigm. This paradigm emphasizes that knowledge cannot be obtained objectively and separately from the influence of human subjectivity. The post-positivistic paradigm is a critique of the positivistic view which considers that knowledge can be achieved through objective and neutral scientific methods (Sundaro, 2022). This view emphasizes the importance of questioning assumptions, considering the implications of power and values involved in knowledge and understanding the subject's active role in building knowledge. In this study, the knowledge and background of the informant was very influential in the next step, namely reception analysis. The existence of variations in a person's knowledge and background can determine their decision making and perspective. The research method used is the reception analysis model of Stuart Hall who believes in the process of encoding and decoding in receiving information that determines how messages are interpreted by audiences. After going through the process, individuals can be grouped into hegemonic dominant groups that accept and agree with the information provided by the message producer, negotiation

groups that still consider approval of the information received, and opposition groups that reject all information provided. This research involved three informants, namely:

1. FRP : 25-year-old woman and member of a street vendor group
2. BC : 66-year-old female, retired lecturer, and knowledgeable on revitalization topics
3. EM : 27-year-old male, private office employee, and followed the revitalization news from the beginning.

According to Hall (1973), in the meaning of messages there is a process of encoding and decoding where audiences filter the messages they want to receive. The process of encoding or encryption is the stage by which a media message is produced and encoded by the producer of the message. In this process, media message producers choose a specific language, symbol, narrative, and format to convey their message to the audience. During the encoding stage, the message conveyed is influenced by the cultural background, values, beliefs, and viewpoints of the media message producer. Then, the decoding process occurs when the audience or recipient of the media message receives and processes the message that has been encoded by the message producer.

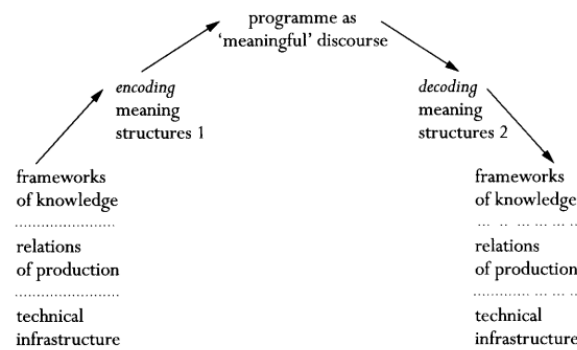


Figure 1. Stuart Hall's *encoding* and *decoding* process. Source : Hall, 1973.

Furthermore, Hall (in Hasan, 2021) divides 3 audience positions in receiving meaning, namely The Dominant Hegemonic Position, The Negotiated Code Position, and The Oppositional Code Position. The explanation is as follows:

- a. The Dominant Hegemonic Position : The receiver of the message fully accepts the meaning conveyed by the sender of the message.
- b. The Negotiated Code Position : The receiver of the message interprets the meaning of the message in a different way than intended by the sender of the message.
- c. The Oppositional Code Position : The receiver of the message actively rejects or opposes the intended meaning of the sender of the message.

RESULTS AND DISCUSSION

Information about city walk revitalization is already transparent and informative, but accountability must be improved

According to Addink (2019), transparency has an important role in modern democracy by providing access to relevant information to understand government actions and strengthen public trust in them. In this study, when the resource person stated that the Tegal City

Government had applied the principle of transparency well through their official website www.tegalkota.go.id. FRP informant says:

"I think it's been quite informative. However, the website should also address evidence and results that there has been socialization in the community, both to community leaders and street vendors who previously traded in the place" (FRP Interview, February 21, 2024)

However, there is a lack of information related to the socialization of the revitalization project and the problem of relocating street vendors which has caused dissatisfaction in the community. Although the information has been transparent and informative, SM informants argue that the government has not carried out the principle of accountability to the maximum. According to him, the information is incomplete because there is no picture of how the revitalization budget is used. He suggested that the government provide a summary so that the public can have an understanding of how tax money is used.

"Government accountability does not yet exist regarding the construction of the city walk revitalization project based on information on the website so it is said to be less informative. It's not detailed, at least it's the outline so that the community knows what the money is for." (SM interview, February 10, 2024)

Unlike FRP and SM, EM appreciates the government's openness regarding the information that has been submitted on the website. EM sees this step as a positive effort by the government in implementing good governance. However, he also noted that information on the budget is still unclear and the government must correct it.

"Overall it is okay, maybe it should be clarified again in the distribution of budget usage. But this also needs to be appreciated because the government has tried to disclose the budget." (EM interview, February 11, 2024)

All informants are a "Negotiation Audience" group which shows that they receive information well, but they also need to negotiate over the receipt of information. Improved communication and provision of clear and effective information can increase understanding and acceptance of future government activities.

Lack of community participation in decision-making regarding revitalization

Community participation is an important element of good governance. It refers to the active involvement of individuals in the decision-making process of an organization or group. Good governance aims to improve social and economic conditions with a focus on community welfare and poverty reduction. According to Insan et al (2024), the success of a government can be measured from its ability to create an environment where citizens feel happy with public services based on broad knowledge, transparency, accountability, and bureaucratic integrity. FRP, SM, and EM informants argued that the Tegal City Government has not fully involved the community in the city walk revitalization process. Although there have been notices through the official website and meetings with community leaders, there is still incomprehension among street vendors, shop owners, and even other people of Tegal City.

"This is also not the result of dialogue or surveys with the community listed on the website. Even though good governance has citizen participation as the key, but the government misses that." (EM interview, February 11, 2024)

According to EM informants, public involvement in the information presented on the website was not shown. The government does not conduct feasibility studies and relies solely on pre-existing projects without involving communities in decision-making. The information

on the website does not indicate any interaction or survey with the public. In fact, this can be an indicator for the public about the government's commitment to the implementation of good governance principles. By listening to and appreciating the results of dialogue with the community, the government can ensure that the principles of good governance are applied properly so as to create effective governance. The lack of proper preparation and lack of participation led to protests and dissatisfaction from traders and local communities. Thus, informants are in the position of "Negotiating Audiences" who voice criticism of the lack of community participation and emphasize the importance of their involvement in the decision-making process.

Revitalization projects that have been regulated in the Regional Medium-Term Development Plan (RPJMD) of Tegal City 2019-2024

In Keping's (2018) view, the principle of rule of law asserts that law is the highest foundation that must be followed by all individuals, including public officials and citizens. The goal is to regulate people's behavior, while protecting basic rights such as freedom and equality. This principle is an important foundation for good governance and creating a fair social structure based on the rule of law. In the context of this study, the city walk revitalization policy is based on the Regional Regulation (PERDA) of Tegal City Number 6 of 2019 concerning the Regional Medium-Term Development Plan (RPJMD) of Tegal City for 2019-2024.

RPJPD KOTA TEGAL TAHUN 2005-2025	PERUBAHAN RPJMD KOTA TEGAL TAHUN 2019-2024
	Misi-6: Mengoptimalkan peran pemuda, pembinaan olah raga dan seni budaya.
Misi-3: Mewujudkan keamanan ketentraman dan ketertiban masyarakat melalui penegakan supremasi hukum, HAM dan peraturan perundang-undangan.	Misi-2: Menciptakan atmosfir kehidupan Kota Tegal yang lebih agamis, aman, kreatif, berbudaya, demokratis, melindungi hak-hak anak dan perempuan untuk kesetaraan serta keadilan gender.
Misi-4: Mewujudkan pemberdayaan masyarakat, kesetaraan dan keadilan gender.	Misi-2: Menciptakan atmosfir kehidupan Kota Tegal yang lebih agamis, aman, kreatif, berbudaya, demokratis, melindungi hak-hak anak dan perempuan untuk kesetaraan serta keadilan gender.
Misi-5: Mewujudkan pengelolaan sumberdaya alam dan lingkungan hidup yang optimal serta menjaga kelestarian fungsinya dalam menopang kehidupan.	Misi-4: Meningkatkan infrastruktur, transportasi publik, lingkungan hidup yang bersih dan sehat.
Misi-6: Mewujudkan tata pemerintahan yang baik didukung peningkatan kualitas aparatur dan peningkatan kualitas pelayanan publik.	Misi-1: Mewujudkan Pemerintahan yang Bersih, Profesional, Akuntabel, Berwibawa dan Inovatif, Berbasis Teknologi Informasi.
Misi-7: Mewujudkan kualitas dan kuantitas infrastruktur pembangunan daerah.	Misi-4: Meningkatkan infrastruktur, transportasi publik, lingkungan hidup yang bersih dan sehat.

Figure 2. RPJMD of Tegal City for 2019-2024. Source : BAPPEDA Tegal, 2019

According to the Regional Development Planning Agency (BAPPEDA), the 2019-2024 RPJMD for Tegal City is a medium-term plan that regulates urban development in the next five years. This RPJMD is part of long-term planning that began in 2005. The purpose of the development of Tegal City is to make it a center of trade, services, and industry that provides welfare for the community. This goal will be achieved through accelerated development in various sectors, including the city walk revitalization project on Jalan Ahmad Yani in Tegal City. Therefore, the revitalization project is carried out in accordance with applicable policies and is part of efforts to realize the development mission in the 2019-2024 Tegal City RPJMD.

City walk revitalization is an important step in creating an orderly, comfortable, aesthetic environment, and improving infrastructure to provide new economic potential for the community.

Equitable revitalization policies

One important aspect of good governance is fairness in the application of laws and regulations, especially those provided with human rights (Sulfiani in Zakaria et al, 2024). This justice guarantees equality for all citizens and ensures that the interests of all people will be considered without discrimination. A just government creates public trust and ensures the fulfillment of human rights for every citizen. The application of justice is also important in creating good and sustainable governance. Although the Tegal City Government has taken steps to create a fair policy regarding the revitalization of the city walk, there are still shortcomings related to the absence of due diligence and dissatisfaction of traders with the relocation. This shows that there is still room for improvement in government policies to pay more attention to the justice aspect.

The impact of city walk revitalization on public trust in the government

Public trust is public confidence in the ability of public officials to take good care of their interests (Dwiyanto in Nurhatika, 2023). The application of good governance principles is needed to increase public trust that creates an environment that is in accordance with public expectations. Transparency of government information allows citizens to monitor their activities, provides confidence that government actions are in accordance with the law, and builds public trust in the government. The informant highlighted several shortcomings that the Tegal City Government needs to pay attention to. Although the project had positive impacts such as widening sidewalks, FRP, SM, and EM informants argued that revitalization posed new problems such as congestion, materials blocking stores, and also the absence of relocation land for street vendors.

"Maybe this project will be better if the government has a lot of socialization, due diligence, traders are given decent land for sale, and also provided with a large parking area." (SM interview, February 10, 2024)

Based on the statements of the three informants, FRP, SM and EM are "Negotiating Audiences". This is because they convey diverse views on the role of the media in shaping public perceptions of the city walk revitalization project. Despite having different points of view, they accept that the role of the media in facilitating public discussion and opinion is important.

CONCLUSION

After conducting an analysis, researchers concluded that the implementation of good governance by the Tegal City Government still needs to be improved. In this study, the knowledge and background possessed by informants were very influential in the reception analysis process. According to Hall (1973), when confronted by a message, the audience performs a process of encoding and decoding. Encoding is the process by which media messages are produced and encoded by message producers through specific language, symbols, narratives, and formats to be conveyed to audiences.

The next step is decoding where the audience receives and processes the message that has been encoded by the message producer according to the cultural background, values, and viewpoints they follow. In this study, the opinion of FRP informants, SM, and EM showed diversity in assessing the implementation of good governance by the Tegal City Government. FRP, SM, and EM informants argued that the steps taken by the government, especially in

terms of transparency of information related to revitalization were considered quite good. However, they also agreed that there are still shortcomings in terms of transparency in budget allocation and socialization to the public. This shows that informants belong to the "Negotiation Audience" group where they do not swallow what the government informs through www.tegalkota.go.id website.

In addition, informants also argued that the absence of due diligence in the revitalization project was a serious problem. Due diligence is considered important to ensure optimal benefits to society, as well as identify potential long-term problems. The informant also criticized the implementation of the revitalization which seemed rushed and lacked preparation. Better preparation is expected to help identify risks and ensure good communication with the community. Therefore, improvements in transparency, implementation of due diligence, and careful preparation are key to ensuring the success of revitalization projects and the well-being of the communities involved. The informant also suggested that the Tegal City Government should invite the community to participate in taking revitalization so that the project runs effectively and efficiently. FRP, SM, and EM informants hope that the Tegal City Government can increase the success of implementing the principles of good governance in the future so that the people of Tegal City can trust the government and become a comfortable city to live in.

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