

REGULATION OF THE REGENT OF OGAN KOMERING ILIR
NUMBER 40 OF 2025
ON
GUIDELINES FOR COOPERATION IN THE PUBLICATION OF INFORMATION
THROUGH MASS MEDIA WITHIN THE GOVERNMENT OF THE REGENCY OF
OGAN KOMERING ILIR

BY THE BLESSINGS OF ALMIGHTY GOD

REGENT OF OGAN KOMERING ILIR,

Considering : a. that cooperation in the dissemination of information through mass media constitutes a means to realize public information transparency and the right of the public to obtain information that is accurate, factual, and accountable as part of transparent and democratic governance;

b. that the development of communication technology and the increasing role of mass media in delivering information to the public require directed, effective, and accountable cooperation between the Local Government and mass media;

c. that in order to prevent legal uncertainty, ensure orderly administration, and provide guidance for the Local Government in establishing cooperation with mass media, it is necessary to regulate guidelines for cooperation in the dissemination of information through mass media;

d. that based on the considerations as referred to in point a, point b, and point c, it is necessary to issue a Regent Regulation on Guidelines for Cooperation in the Publication of Information through Mass Media within the Government of the Regency of Ogan Komering Ilir;

Observing : 1. Article 18 section (6) of the 1945 Constitution of the Republic of Indonesia;

2. Law Number 40 of 1999 on Press (State Gazette of the Republic of Indonesia of 1999 Number 166, Supplement to the State Gazette of the Republic of Indonesia Number 3887);

3. Law Number 11 of 2008 on Electronic Information and Transactions (State Gazette of the Republic of Indonesia of 2008 Number 58, Supplement to the State Gazette of the

Republic of Indonesia Number 4843), as amended several times last by Law Number 1 of 2024 on the Second Amendment to Law Number 11 of 2008 on Electronic Information and Transactions (State Gazette of the Republic of Indonesia of 2024 Number 1, Supplement to the State Gazette of the Republic of Indonesia Number 6905);

4. Law Number 14 of 2008 on Public Information Transparency (State Gazette of the Republic of Indonesia of 2008 Number 61, Supplement to the State Gazette of the Republic of Indonesia Number 4846);
5. Law Number 25 of 2009 on Public Services (State Gazette of the Republic of Indonesia of 2009 Number 112, Supplement to the State Gazette of the Republic of Indonesia Number 5038);
6. Law Number 12 of 2011 on Legislation Making (State Gazette of the Republic of Indonesia of 2011 Number 82, Supplement to the State Gazette of the Republic of Indonesia Number 5234), as amended several times last by Law Number 13 of 2022 on the Second Amendment to Law Number 12 of 2011 on Legislation Making (State Gazette of the Republic of Indonesia of 2022 Number 143, Supplement to the State Gazette of the Republic of Indonesia Number 6801);
7. Law Number 23 of 2014 on Local Governments (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to the State Gazette of the Republic of Indonesia Number 5587), as amended several times last by Law Number 6 of 2023 on Enactment of Government Regulation in Lieu of Law Number 2 of 2022 on Job Creation to Become Law (State Gazette of the Republic of Indonesia of 2023 Number 41, Supplement to the State Gazette of the Republic of Indonesia Number 6856);
8. Law Number 94 of 2024 on Ogan Komering Ilir Regency in the Province of South Sumatera (State Gazette of the Republic of Indonesia of 2024 Number 280);
9. Government Regulation Number 61 of 2010 on the Implementation of Law Number 14 of 2008 on Public Information Transparency (State Gazette of the Republic of Indonesia of 2010 Number 99, Supplement to the State Gazette of the Republic of Indonesia Number 5149);
10. Regulation of the Minister of Administrative and Bureaucratic Reform Number 55 of 2011 on Guidelines for the Implementation of Publication Partnership Cooperation through Mass Media within Government Agencies (State Gazette of the Republic of Indonesia of 2011 Number 337);
11. Regulation of the Minister of Home Affairs Number 80 of 2015 on Regional Legislation Making (State Gazette of the Republic of Indonesia of 2015 Number 2036), as amended by Regulation of the Minister of Home Affairs Number 120 of 2018 on Amendment to Regulation of the Minister of Home Affairs Number 80 of 2015 on the Regional Legislation Making (State Bulletin of the Republic of Indonesia of 2019 Number 157);
12. Regulation of the National Public Procurement Agency Number 9 of 2021 on Online Stores and Electronic

Catalogues in Government Procurement of Goods and Services (State Gazette of the Republic of Indonesia of 2021 Number 491);

13. Regional Regulation Number 2 of 2016 on the Establishment and Organizational Structure of Regional Apparatuses of the Regency of Ogan Komering Ilir (Regional Gazette of the Regency of Ogan Komering Ilir of 2016 Number 2), as amended by Regional Regulation Number 7 of 2023 on the Second Amendment to Regional Regulation Number 2 of 2016 on the Establishment and Organizational Structure of Regional Apparatuses of the Regency Ogan Komering Ilir (Regional Gazette of the Regency of Ogan Komering Ilir of 2023 Number 7).

HAS DECIDED:

To issue : REGENT REGULATION ON GUIDELINES FOR THE GOVERNANCE OF INFORMATION PUBLICATION THROUGH MASS MEDIA WITHIN THE GOVERNMENT OF OGAN KOMERING ILIR REGENCY

CHAPTER I
GENERAL PROVISIONS

Article 1

In this Regent Regulation:

1. Regency means the Regency of Ogan Komering Ilir.
2. Regency Government means the Government of the Regency of Ogan Komering Ilir.
3. Regent means the Regent of Ogan Komering Ilir.
4. Regional Secretary means the Regional Secretary of the Regency of Ogan Komering Ilir.
5. Regional Apparatus means Regional Apparatus within the Government of the Regency of Ogan Komering Ilir.
6. Electronic Catalogue means a facility used for selecting providers through the E-purchasing method.
7. Budget User (*Pengguna Anggaran*) hereinafter abbreviated to as PA means an official vested withholding the authority to use the budget of a Ministry/Institution/Regional Apparatus.
8. Commitment-Making Official Officer (*Pejabat Pembuat Komitmen*) hereinafter abbreviated to as PPK means an official responsible for the implementation of procurement of goods and/or services.
9. Procurement Official Officer hereinafter abbreviated to as PP means an administrative Administrative Officer, Functional Specialist Officer, or Personnel assigned to conduct direct procurement, direct appointment, and/or E-purchasing.
10. Provider Performance Information System (*Sistem Informasi Kinerja Penyedia*) hereinafter abbreviated to as (SIKaP) means a national provider database application for government procurement of goods and services.
11. Proxy of Budget User (*Kuasa Pengguna Anggaran*) hereinafter abbreviated to as KPA means an official authorized by the Budget User to manage or utilize use the budget within a Regional Apparatus unit.

12. Local Budget (*Anggaran Pendapatan Belanja Daerah*) hereinafter abbreviated to as APBD means the Local Regional Revenue and Expenditure Budget of the Regency of Ogan Komering Ilir Regency.
13. Press means a social institution and a medium of mass communication carrying out journalistic activities.
14. Press Council means an independent institution responsible for developing and protecting press life activities in Indonesia.
15. Press Company Agency means an Indonesian legal entity conducting press business including a printed and electronic media company, and news agency as well as other media companies.
16. Journalist means an individual who regularly carries out journalistic activities.
17. Journalist Competency Test Assessment (*Ujian Kompetensi Wartawan*) hereinafter abbreviated to as UKW means a competency examination undertaken by journalists.
18. Verification means data collection activities conducted in accordance with prevailing regulations.
19. Verification Team means a team appointed to verify and assess cooperation activities.
20. Cooperation means a series of activities arising from a formal legal relationship between the Regional Government Local Government and a Press Company.
21. Mass Media means official communication channels used to disseminate information to the public.
22. Press Agency means an Indonesian legal entity conducting press business including a printed and electronic media company, and news agency as well as other media companies.
23. Print Media means mass media printed and published periodically in printed by a legal entity qualified as the requirements under the Law on Press.
24. Electronic Media means media utilizing using electronic or electromechanical technology for end users to access their contents.
25. Online Media means mass media utilizing using internet platforms for journalistic activities and by a legal entity under the Law on Press.
26. Advertorial means paid advertising content presented in a journalistic style for persuasive purposes to public to promote programs, activities, goods, services of government or private.
27. Banner means a visual promotional medium in static and/or moving form in web document or print media page for promotion.
28. Public Service Advertisement means paid advertising conveying social messages for encouraging cares, supports and participation of community in programs and activities of local government.
29. Live Broadcast means a broadcast on radio or conducted directly at television at the event or location by Local Government in studio or outside broadcast.

30. Delayed Broadcast means a broadcast by Local Government recorded for later next transmission broadcast.
31. Special Coverage Report means planned coverage report of regional development programs and activities with varied opinions and aspects as well as an affirmation or emphasis on special things.
32. News Program Sponsorship means an effort of sponsorship, initiating a news broadcast activity on radio stations by the local government in disseminating information on development programs and activities to the community. of news broadcasting activities.
33. Public Communication Integration System (*Sistem Integrasi Komunikasi Publik*) hereinafter referred to Seklik means an integrated application for registration and verification of Press Agencies for digitalization of cooperation governance in public information dissemination at the Regency of Ogan Komering Ilir.
34. Point Criteria means a measurement used to determine media evaluation weighting for scoring media mass values.

Article 2

The scope of this Regent Regulation includes:

- a. requirements;
- b. scope and types of cooperation;
- c. procedures for implementation of cooperation;
- d. verification team; and
- e. payment.

Article 3

- (1) Cooperation shall be is conducted based on the principles of:
 - a. factual information;
 - b. balance;
 - c. harmony;
 - d. ethics;
 - e. partnership;
 - f. professionalism;
 - g. transparency; and
 - h. accountability.
- (2) This Regent Regulation serves as a guideline for cooperation conducted in mutual respect and compliance with the provisions of legislation.
- (3) This Regent Regulation aims to establish a harmonious and mutually beneficial relationship in information dissemination, promotion, and publication of local governance.

CHAPTER II REQUIREMENTS

Article 4

Press Agencies intending to cooperate in information dissemination with the Local Government must fulfill general requirements and specific requirements.

Article 5

General requirements as referred to in Article 4 include:

- a. an application letter signed by the director of the Press Agency;
- b. Deed of Establishment signed by the competent ministry;
- c. Business Identification Number with relevant Indonesian Standard Industrial Classification 58130 for Print media, Indonesian Standard Industrial Classification 63122 for Cyber Media, 60202 for TV Media and 60102 for Media Radio;
- d. company Taxpayer Identification Number;
- e. proof of submission of annual tax return;
- f. appointment letter for regional bureau/head;
- g. Copy/Scan of electronic identity card or domicile;
- h. journalist press card;
- i. Power of attorney for payment authorization from the director of the Press Agency with stamp duty; and
- j. attaching bank account number.

Article 6

Specific requirements for print media as referred to in Article 4 include:

- a. minimum one year of establishment;
- b. attaching a Statement of the Number of Prints from the printing establishment signed by the head of the printing company on a stamp, information on the distribution of Prints in the Regency;
- c. information on the ownership of Offices/Bureaus/Representatives in the Regency; and
- d. publication documentation of the last three editions.

Article 7

Specific requirements for online media as referred to in Article 4 include:

- a. the Press Agencies has been established for a minimum period of one (1) year, as evidenced by a screenshot of the web hosting data;
- b. priority is given to the submission of Journalist Competency Test certificates for Principal Journalists and Intermediate/Junior Journalists for regional journalists;
- c. the display of visitor statistics, global and national website rankings, website age, and expiration period, including updated information, as evidenced by screenshots;
- d. a statement regarding ownership of an Offices/Bureaus/Representatives within the Regency;
- e. documentation of Regency news publications for the last three (3) editions.

Article 8

The specific requirements as referred to in Article 4 for electronic media include:

- a. the Press Company has been established for a minimum period of one (1) year, as evidenced by a screenshot of the web hosting data;

- b. the submission of Journalist Competency Test certificates for Principal Journalists and Intermediate/Junior Journalists for regional journalists;
- c. the submission of a valid Public Broadcasting License for television and a valid Radio Station License for radio broadcasting;
- d. a statement regarding ownership of an Offices/Bureaus/Representatives within the Regency;
- e. the submission of information on geographical coverage, transmission power, commercial or community broadcasting status, and the percentage of broadcast content.

Article 9

All required documents as referred to in Article 5 are uploaded to the portal at www.seklik.kaboki.go.id.

CHAPTER III SCOPE AND TYPES OF COOPERATION

Article 10

- (1) The scope of Cooperation includes aspects of the dissemination of development activities, the administration of government affairs, and the policies of the Regency Government.
- (2) The scope of Cooperation as referred to in section (1) covers all Regional Apparatus Organizations/work units within the Regency Government for a period as agreed upon, by taking into account the regional financial capacity.
- (3) The types of cooperation with print media may include:
 - a. the publication of Advertorials;
 - b. the publication of banners;
 - c. the display of Paid News.
- (4) The types of cooperation with electronic media may include:
 - a. the broadcast of Special Report;
 - b. the broadcast of Live Broadcasts and/or Delayed Broadcasts;
 - c. the broadcast of Public Service Advertisements;
 - d. sponsorship of regional news segments.
- (5) The types of cooperation with cyber media may include:
 - a. channel leasing
 - b. the publication of Advertorials;
 - c. the display of Banners;
 - d. the display of Paid News.

CHAPTER IV PROCEDURES FOR THE IMPLEMENTATION OF COOPERATION

Article 11

- (1) Any Press Agencies intending to conduct cooperation within the Regency Government, in advance, submit a cooperation proposal along with complete supporting requirements through the Seklik application, subject to the following provisions:

- a. one Press Agency may only register for one type of media, namely print media, online media, or electronic media;
- b. one journalist may only represent one Press Agency;
- c. the Press Agency is registered as a provider in the SIKaP and displays its products in the latest version of the electronic catalogue

- (2) The submission of a cooperation proposal is made by the media director or a person duly authorized by the relevant media director.
- (3) The cooperation proposal submitted by the media is verified by the Verification Team.
- (4) Verification shall consist of administrative verification in the form of completeness of cooperation proposal documents and verification of scoring, namely the assessment of media performance based on data uploaded by the Press Agency through the Seklik application.
- (5) Verification of scoring is conducted based on the technical requirement documents uploaded by the Press Agency through the Seklik application.
- (6) The attached technical data generate a score for each Press Agency using a formula in which the point score is divided by the total score and multiplied by one hundred, and subsequently the result of scoring is aggregated to determine the total score.
- (7) After the total score as referred to in section (6) has been obtained, the tier category of the Press Agency is determined through classification of the achieved scores with the following categories:
 - a. total score of 91 to 100 falls under tier category 1 (one);
 - b. a total score of 81 to 90 falls under tier category 2 (two);
 - c. a total score of 51 to 80 falls under tier category 3 (three);
 - d. a total score of 25 to 50 shall falls under tier category 4 (four);
 - e. a total score of less than 25 falls under tier category 5 (five).
- (8) The results of scoring and tier categories of Press Agencies as referred to in section (6) and section (7) serve as consideration for the PPK in conducting price negotiations within the Electronic Catalogue.
- (9) All processes of ordering, negotiation, and transaction of cooperation for the dissemination of information through mass media are carried out through the Electronic Procurement System via the electronic catalogue.

Article 12

- (1) The Media Data Entry Table Format as set forth in Annex I constitutes an integral part of this Regent Regulation.
- (2) The Standards for the Determination of Criteria Point and the Determination of the Amount of Cooperation Value for Media Publication as set forth in Annex II constitute an integral part of this Regent Regulation.

CHAPTER V
VERIFICATION TEAM

Article 13

- (1) The Verification Team is established by the PA.
- (2) The Verification Team consists of a Chairperson, a Secretary, and Members.
- (3) The membership of the Verification Team as referred to in section (2) may be filled by certified experts in the fields of communication, information, and journalism.
- (4) The duties of the Verification Team as referred to in section (2) include:
 - a. conducting an inventory of applications for publication partnership cooperation submitted by Press Agencies through the Seklik application;
 - b. conducting selection of administrative completeness in accordance with the prescribed requirements and technical qualifications;
 - c. conducting sampling tests to verify the conformity of data submitted by Press Agencies;
 - d. scoring points of Press Agencies based on the point values obtained by the Press Agencies through the Seklik application;
 - e. submitting the results of verification and assessment of scoring Press Agencies to the PA and the PPK as consideration for entering into publication partnership cooperation; and
 - f. announcing the results of verification through the Seklik application.

CHAPTER VI
PAYMENT

Article 14

- (1) Payment for publications issued by Press Agencies is made based on orders placed by the PP and approved by the PPK through the electronic catalogue.
- (2) Costs incurred as a result of the display of publication cooperation as referred to in section (1) constitute the agreed price as stipulated in the minutes of negotiation results recorded in the electronic catalogue.
- (3) Payment is made after publication by attaching physical evidence along with other accountability documents.
- (4) Payment as referred to in section (3) is made in accordance with the applicable regional financial management mechanism and transferred to the Company's current account.

CHAPTER VII CLOSING PROVISIONS

Article 15

Upon the entry into force of this Regent Regulation, Regent Regulation Number 54 of 2018 on Guidelines and Procedures for the Implementation of Publication Partnership Cooperation through Mass Media within the Government of the Regency of Ogan Komering Ilir (Regional Bulletin of the Regency of Ogan Komering Ilir of 2018 Number 54) is repealed and declared ineffective.

Article 16

This Regent Regulation comes into force on the date of its promulgation.

In order that every person may know hereof, it is ordered to promulgate this Regent Regulation by its placement in the Regional Bulletin of the Regency of Ogan Komering Ilir.

Issued in Kayu Agung
on 9 November 2025
REGENT OF OGAN KOMERING ILIR,

signed

MUCHENDI MAHZAREKI

Promulgated in Kayu Agung
on 19 November 2025
REGIONAL SECRETARY OF
THE REGENCY OF OGAN KOMERING ILIR,

signed

ASMAR WIJAYA

REGIONAL BULLETIN OF THE REGENCY OGAN KOMERING ILIR OF 2025
NUMBER 40

Jakarta, 2 February 2026
Has been translated as an Official Translation
on behalf of Minister of Law
of the Republic of Indonesia
DIRECTOR GENERAL OF LEGISLATION,

