



Musyawah Program: Analyzing Narasi TV's Agenda Setting Strategy for the 2024 Presidential and Vice Presidential Election Issue

Luthfi Fazli, Kinkin Yuliaty Subarsa Putri*

Department of Communication Science, Faculty of Social Science, Universitas Negeri Jakarta

*Correspondence: kinkinubarsa@unj.ac.id

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ABSTRACT: Indonesia was carrying out the General Election Agenda for the President and Vice President, which was held every five years. 2024 is an election year in which the Indonesian people will choose their leader. Consequently, election coverage dominated program content and news from the mass media, particularly television. Narasi TV had also reported on these electoral issues by airing the Musyawarah show, a special program about the 2024 presidential election. Based on this, the study's goals were to evaluate the role of Narasi TV's creative team in shaping the media agenda for the 2024 presidential election and to determine what Narasi TV and the creative team anticipate from the public through the Musyawarah program. The research method used in this article was a qualitative research method, specifically the descriptive-qualitative method, focusing on data from literature reviews from various references to analyze how the Narasi TV creative team applies Agenda Setting theory to the issue of the 2024 presidential election through the Musyawarah program. The results showed that Narasi TV's media agenda on the issue of the 2024 presidential election includes the existence of a special program on the topic, namely the Musyawarah program. Additionally, the creative team's media agenda for the Musyawarah program includes efforts to raise issues around the 2024 presidential election that are frequently disregarded or neglected by other mass media, despite their significance.

KEYWORDS: Agenda setting; television program; Narasi TV; Musyawarah; 2024 presidential election

1. Introduction

The role of mass media has a huge influence on everyday human life as social beings, with the rapid development of technology changing the cultural values found in society. With the ease of delivering news or information regardless of time and limits, media use is omnipresent every day [1]. Thus, it is undeniable that mass media is a very important aspect of human life. Mass media serves many functions, such as providing information, education, and entertainment. People today are active audiences, capable of determining and sorting out which mass media to consume, trust, and rely on [2]. However, as a medium with a significant role today, mass media can also shape the mindset of society. Thus, all parties producing program content or news in mass media must think maturely and predict the impact of what they publish, ensuring

accountability. Mass media easily influences audiences through Agenda Setting, making certain topics appear important to its followers, including the community [3]. For decades, television has been the most popular mass medium for entertainment and information due to its audio-visual nature. Television can showcase music shows, movies, variety shows, reality shows, and other programs featuring celebrities and community idols [4]. This highlights television as the most in-demand medium by the general public. Additionally, the Nielsen Panel survey results show that television viewership in Indonesia has dramatically increased, analyzed through Peoplemeter, which is connected to at least 12,000 Indonesian households. Television users connect with the remote control to tell Peoplemeter who is watching and what is being watched, leading to an increase in television viewership in Indonesia, presenting great potential for stakeholders to benefit [5].

The Nielsen Panel survey aligns with current issues, such as the 2024 presidential election, which is a crucial topic for Narasi TV to maintain loyalty and develop content. Consequently, the 2024 presidential election has become a reason for stakeholders to benefit. The development and rapid growth of the television industry in Indonesia began when the country hosted the IV Asian Games in Jakarta in 1962, with TVRI emerging as the pioneer of the national television industry [6]. This sparked interest in television among Indonesians, leading to the development of the television industry. In 1962, television became a medium for communication between the government and the public, as well as entertainment for political and government officials. TVRI was the only official government television channel in Indonesia until new broadcasting and mass media regulations were introduced in 1997, resulting from the reform era. This led to a rapid increase in the number of television stations in Indonesia, with the emergence of paid digital television offering diverse and easily accessible content for all ages [7]. Consequently, the development of television stations in Indonesia has seen significant changes, transitioning from analog broadcasts to modern digital broadcasts such as Netflix, Disney+ Hotstar, VIU, WeTV, Amazon Prime, and others. Furthermore, the Ministry of Communication and Information Technology (Kemenkominfo) emphasized that analog television service providers should switch to digital broadcasts [8].

According to Plate, the faster the industry transitions to digital, the more positive the impact on the television industry itself. One significant difference between analog and digital television broadcasting is based on the radio frequency spectrum, a very limited natural resource. Through the analog television broadcasting system, one frequency channel is used to distribute one television broadcast program. Meanwhile, in the DVB-T2 digital broadcasting system, one frequency channel can publish up to 12 standard definition (SDTV) broadcast programs [9]. In digital television broadcasting, picture and sound quality is much clearer than analog broadcasting. Based on the relatively stable and non-decreasing digital signal emission, digital television can offer clear picture and sound content as long as the signal can be accessed by the receiver. In contrast, the quality of analog broadcasts tends to decrease as the receiver moves farther from the transmission point, causing noise or fading. Therefore, analog broadcast signals are very vulnerable to weather disturbances [10]. Advances in technology and the internet in Indonesia have expanded the choice of program content and television news, allowing it to be accessed not only through television but also through online networks (online streaming) on the internet. Indonesia is one of the countries with the fourth largest number of internet users in the world, with an internet penetration of 73.7% of the total population of 202.6 million users. Specifically, in 2020, the growth of internet users had a major influence

on the growth of Indonesia's information and communication sector by 10.58%. This figure is expected to continue increasing as the year progresses [11]. The development of smartphones and the rapid use of the internet, which is closely linked to social media use, significantly influences mass media consumption patterns.

PT Narasi Citra Sahwahita, commonly known as Narasi TV, is a digital television channel founded by Najwa Shihab, Catharina Davy, and Dahlia Citra in 2017. Narasi TV's content was created out of concern for clean information, as the current proliferation of television media seems to prioritize public interest. Hence, it is emphasized that the role of media, especially television, must be to shape good public perceptions and avoid negative influences. Television media is one of the most favored mass media across all demographics. Therefore, television media has a great obligation to uphold values of honesty in content dissemination and reporting. Mass media coverage of political issues gives the television industry the power to determine a media agenda, which will later become the public agenda. Agenda Setting Theory confirms this. The media agenda produces content programs and broadcasts on television, going through a long process before being suitable for broadcast. The television creative team plays an important role in this process, responsible for creating content from ideas to the final product ready for broadcast. Consequently, the creative team's role is crucial in the production of television broadcasts, shaping public perception and mindset.

In Indonesia, every five years, there is a General Election to elect a new President and Vice President. The next election is in 2024, following the term of office of President Ir. H. Joko Widodo and Vice President Prof. Dr. (H.C.) K.H. Ma'ruf Amin. There are three candidate pairs for the 2024 election: (1) H. Anies Rasyid Baswedan, S.E., M.P.P., Ph.D., and Dr. (HC) Drs. H.A. Muhaimin Iskandar, M.Si.; (2) Letjen TNI (Purn.) Datuk Seri H. Prabowo Subianto Djojohadikusumo and Gibran Rakabuming Raka; (3) H. Ganjar Pranowo, S.H., M.I.P., and Prof. Dr. Mohammad Mahfud MD, S.H., S.U., M.I.P. Based on this, Narasi TV is actively reporting on the 2024 Presidential Election through a special program called *Musyawah*. The uniqueness of this program lies in its straightforward and critical coverage of the 2024 Presidential Election, distinguishing it from other political programs. Therefore, the objectives of this research are: (1) To find out the role of the Narasi TV creative team in shaping the media agenda for the 2024 Presidential Election; and (2) To understand what Narasi TV and the creative team expect from the community through the *Musyawah* program.

2. Materials and Methods

2.1. Media ideology.

Media ideology was defined in two ways. First, ideology was a subtle meaning. Second, ideology was a strong and hard understanding. The belief system made it a desirable reference and expectation in life, so it could be interpreted as an ideology. Marxist and Neo-Marxist circles generally applied the term ideology to display a belief system justifying individuals in power to support their distortions and representations that tended to be manipulative about reality [12]. The elements of interest and power were actually embedded in the nature of the media, and this power was promoted and disseminated through the media, preventing it from being neutral and impartial. The media was often visualized as a tool for the ideological interests of the media owner (mirror of reality). Media was often accused of being the definer of reality in accordance with the underlying ideology. The ideology behind the media screen

was inseparable from its hidden nature, where the ideology explored and influenced the views and opinions of each audience without being directly realized [13].

2.2. *Mass media.*

According to Sutisno (2013), the meaning of the word "television" consisted of the word "tele," which was defined as "distance," and the word "vision," which was defined in Latin as "image." Thus, the word "television" meant a system of broadcasting images and sounds from a place that was far away [14]. Television had the following characteristics [15]: (1) Audiovisual, which meant that television had advantages such as the ease with which it could be heard and seen based on its audiovisual nature. Therefore, harmony had to be formed between the words and images contained on television; (2) Thinking in Pictures, in the process of delivering information, television required a thinking process in pictures. First, visualization was something that really needed to be reviewed in the case of translating words into individual images. Second, depiction was a series of activities to initiate individual images in such a way that the elements of continuity contained certain meanings; (3) More complex operations, through the television production process, it was necessary to use a lot of equipment and complicated procedures, so it was not surprising that a lot of funding had to be spent and a lot of human resources were needed to carry out content program production activities.

2.3. *Creative team in television media.*

The creative team represented a group of individuals who were tasked with researching and examining ideas for an event or program to be aired and developing these ideas into a mature and detailed concept [16]. Based on this concept, it could be interpreted that the creative team was the subject that made ideas in the form of scripts and program arrangements from start to finish according to the duration of the event. After completion, the script and program structure were submitted to the Production Team for execution. The creative team worked under the auspices of the producer who focused on processing the content or material contained in a television program. Under their control, the general public could watch a good and perfect television program because the program ideas in the content produced were very well examined and developed in detail. Considering this, it could be affirmed that the producer and the creative team were the two determining aspects of a quality television program because the creative team in television was the team that was fully responsible for the search for ideas until the idea was well realized in a program content.

2.4. *Construction of reality by mass media.*

The production of a reality was generally a job that consisted of mass media. Media workers, especially those working in the creative and news divisions, shaped and produced a reality, one of which was political reality. Constructed reality was part of the characteristics of work in the media industry; news published in the media was essentially inseparable from the preparation of the story until it became a mature news broadcast to be delivered to the public. Language was a basic tool in filling material in the media; language was also not just a tool for communication but also determined what kind of pattern the language designed about reality. Therefore, the media had a big impact in influencing the meaning and description of the constructed reality [17].

2.5. *Production process of television program.*

Television program content that can be enjoyed by the general public has generally gone through several stages, this is because television as a mass media always has to be responsible for what the industry shows on the screen, so the seriousness in the production of program content is very concerned. Therefore, there are three stages in the television program production process, including (1) Pre-Production, is a stage in the production process that includes the implementation of discussion and exploration of ideas, planning ideas, selection of performers, locations, and work relatives. Through this stage, a revision of the program structure is also carried out to consider the problem of attractiveness, emotional content in the program as a spectacle that can entertain or educate [18].

Pre-production can be defined as a stage that has an important role, because if this stage is executed in detail and well, the results obtained will be in accordance with what is expected by the industry. The following are the stages of Pre-Production, as follows: (a) Planning Stage, the creative team collaborates with producers to review and determine ideas that will later become a program content, the creative team also needs to conduct research on program content and find reliable and qualified sources. Other than that, the creative team also creates a visualization or description of the script, program structure, and list of questions that will later be discussed with the producer during the production meeting; (b) Production Meeting, after executing the planning, a production meeting is held to give producers an overview of the program content that will be produced. In another case, at the production meeting, the creative team explained about the profile of the sources, the choices of sources that the creative team thought were suitable and qualified for the program content [19]. After the production meeting, the creative team can execute a pre-interview with the resource person or ask the resource person's availability on a predetermined date for the filming process, and at this stage the creative team can also revise the script and more specific questions from the results of the production meeting; (c) Filming Crew Assignment, the producer and creative team notify the shooting date to other teams, such as the make-up, wardrobe, property and equipment team, production manager unit, talent unit (to ensure funding), and cameraman team.

Production, is a stage in the effort to convert the script into audio-visual form [20]. Through this stage, the principle of the production process is to realize the concept of a script or program arrangement in order to become content that is suitable for consumption by television audiences, which already involves other technical parts. Depending on this, in technical production, television programs are divided into several programs, namely such as; (a) Taping, is an activity of recording scenes from the script and forming them into audio visuals. Thus, the recorded material will be aired at a different time from the event, can be reviewed into 4 categories, namely (1) Live on Tape, a program production that is recorded as a whole with the concept of live broadcast. This category applies several cameras and is recorded continuously using a video tape recorder through a vision mixer. Thus, the results will be edited before broadcast; (2) Multi Camera Recording, is a recording done with several cameras on one scene that is being recorded with different compositions and image sizes; (3) Recording in Segment, is a recording that is done using one or more cameras in each section according to the script breakdown and camera composition to illustrate a meaning and information; (c) Single Camera, the production of a recording with one camera that later goes through an editing process and the images are arranged to explain the meaning and information according to the needs of a broadcast program; (d) Live Broadcast, based on KPI Regulation

No. 01/P/KPI/03/2012 regarding broadcasting behavior, affirms that live broadcast is a content program that is aired without time delay and is one-time in nature [21].

Therefore, Post-production is the final stage of the program production process before it is declared on-air. Through this stage, the cameraman team will provide the results of filming which will later be sent to the editor team. Other supporting audio and visual documents are also sent to the editor to be executed by him. After the program content has been edited by the editor team, then the next process will be a preview to the producer as the party fully responsible for the program content before it is aired.

2.6. Musyawarah narasi TV's program.

The Musyawarah program is a new program from Narasi that provides interesting and up-to-date information hosted by Najwa Shihab, Andovi da Lopez, and Jovial da Lopez while talking at one table. So much content on the issue of the 2024 presidential election was aired. Specifically, this program was aired to provide another side of the 2024 presidential election campaign based on facts, existing evidence, and perspectives from experts.

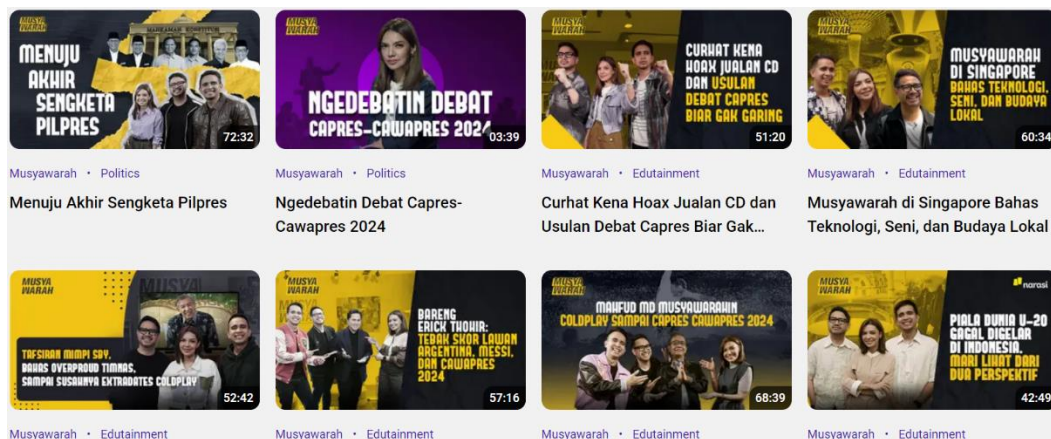


Figure 1. Content of Narasi TV “Musyawarah” program

2.7. Agenda setting.

Agenda Setting is a theory that allocated the magnitude of the influence of mass media in influencing audiences regarding the priority of interests with an issue. The media was defined as a forum that was able to give direction to community issues and was able to agenda issues that were designed to be discussed or discussed in the wider community. Agenda Setting was the first theory to be empirically tested by Maxwell Combs and Donald L. Shaw in 1968, which was the time of the United States Presidential election. Agenda Setting Theory had several basic principles, including the following: (1) Mass media had the ability and utility to select and determine what issues were important for the public to know and consume; (2) The more often an issue was disseminated through the media, the more clearly it would be embedded in the memory of the general public; (3) The mass media had the power to influence the importance of a topic to the public’s view.

Siune and Borre (2013) [22] initiated three Agenda Setting influences, which were representation, persistence, and persuasion, which were as follows: (1) Representation, was an influence produced by the mass media with its tendency to provide great coverage and attention through issues that were the focus of attention or agendas that were considered important by society. Based on the context, the media acted as a mirror that reflected what was happening and what the general public thought; (2) Persistence, referred to the ability of society to continue to maintain certain issues to attract attention in the media and become a byword for the public over a period of time. Issues based on the influence of persistence included issues that were considered important and relevant by the audience for a long time, constantly getting attention, and always being the main conversation; (3) Persuasion, the media through Agenda Setting had the potential to influence public opinion on issues that were considered important and became topics of discussion. Persuasion in the context of Agenda Setting visualized the strong dynamics between mass media, society, and interest groups, namely media owners and journalists. This illustrated that Agenda Setting had the potential to be an influence used by various parties to seek public attention and understanding of the issues on the agenda [23].

2.8. *Qualitative descriptive.*

The study used a qualitative research method with a descriptive-qualitative approach. Based on the descriptive-qualitative method, the researcher chose this approach because the researcher described various facts of the concept of the creative team theory fiber on television programs and Agenda Setting. Thus, the researcher tried to provide a detailed description of these facts in an analytical description. Social research applies descriptive formats that aim to visualize, describe, summarize various situations, or variables formed by audiences who made this an object that could be studied. Qualitative research is generally applied in the world of social sciences and humanities, which is contained in the rules of micro studies. Especially related to patterns and human behavior (behavior) and what is behind this behavior, which is usually difficult to measure with numbers. So, in short, qualitative research is research based on an inductive mindset based on objective observation of participation in a social phenomenon [19].

Based on this study, researchers analyzed several literature reviews through various references (scientific journal articles, books, and research reports) as a reference to analyze how the Agenda Setting theory was applied by the Narasi TV creative team to the issue of the 2024 presidential election through the Musyawarah program. One of the important objectives in the literature review in this qualitative research is to find a definition reference as a view for important concepts that are applied, as well as to provide an explanation of what aspects are covered in it. However, qualitative communication research is never described as testing hypotheses, which means that the researcher shouldn't rely on definitions for the concepts applied. However, the researcher still needed an explanation of the concepts being executed. Accordingly, there were two data collection methods carried out in this research, namely by literature study.

Literature study refers to an activity carried out by the researcher to summarize information that is relevant to the topic or problem being researched. The information referred to is scientific books, research reports, scientific essays, theses, dissertations, official websites, yearbooks, decrees, regulations, encyclopedias, and written sources both printed and electronic. Based on this, a literature study is an activity that can't be separated from research. Theories

that underlie a problem and the field to be researched can be obtained by conducting a literature study. Other than that, researchers can collect information about similar studies or those that are related to their research. The purpose of the literature study in this research is to find out how accurately the Agenda Setting theory was implemented by the Narasi TV creative team in scheduling its media on the issue of the 2024 presidential election through the Musyawarah program. Literature studies also contain systematic descriptions of literature reviews and previous research results that have a relationship with the research to be studied and strive to provide an overview of the current state of the state of the art [23].

3. Results and Discussion

Based on the results of the researcher's literature study during the literature study at Narasi TV, the researcher concluded that the role of the creative team as a group of people in charge of finding and exploring ideas about the program to be aired and developing the idea into a complete concept in detail. Although Narasi TV falls under the category of digital television that broadcasts programs online, this definition is appropriate for Narasi TV. However, the researcher didn't see any difference in the role of the creative team on digital television and conventional television in scheduling the media. Thus, the researcher realized that there were differences in the role of the creative team at Narasi TV compared to the creative team on conventional television in the production process. Quoting from various literature absorbed by the researcher, on conventional television, the role of the creative team is so overwhelming from the meeting process to production. Conversely, the role of the creative team on Narasi TV, as part of digital television programming, is always more flexible than the creative team on other conventional television. The media agenda of a mass media has been emphasized in the literature of mass communication theory, namely Agenda Setting theory. Agenda Setting Theory is a theory that explains how the media can create an agenda on an issue that is considered important for the media, as well as being important to the general public [22]. The main idea of Agenda Setting theory is to make media give different attention to each issue or event; the media has the power and freedom to determine the portion of attention to an issue or phenomenon. According to the theory of Agenda Setting, the researcher reviewed that the creative team is directly in charge of determining the portion of a show, news, and program content [2]. Because the creative team has a role in providing ideas, which are the basis for the formation of a media agenda in mass media companies. Thus, the researcher reviewed that Narasi TV gave more attention to the issue of the 2024 presidential election through the Musyawarah program.

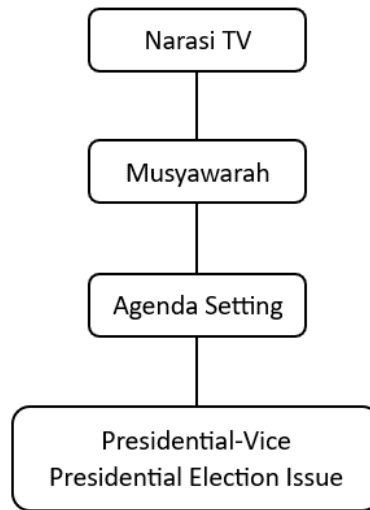


Figure 2. Conceptual framework.

Related to this, other mass media emphasized their media coverage on the issue of the 2024 presidential election [21]. Hence, this made the creative team of Narasi TV able to package and take a different framing on the issue of the 2024 presidential election. The researcher analyzed this as one of Narasi TV's media agendas to make their program content different, but in the outline of the news that has similarities. Narasi TV was able to give more attention to electoral issues from a humanist point of view, which favored the community. Other mass media generally packaged program content or news on the issue of the 2024 presidential election in a formal form. Based on the analysis of the Musyawarah program, this program took the idea of content that helped the general public to get information about the latest issues regarding the 2024 Presidential Election and provided many interesting understandings from the speakers. The Musyawarah program was hosted by Najwa Shihab, Andovi da Lopez, and Jovial da Lopez while providing talk show segments at one table.

Thus, if broadly defined, Narasi TV through the Musyawarah program continued to raise the issue of the 2024 Presidential Election, which was the same as other mass media, but this program provided content that was informal and provided perspectives from political observers and politicians. This was based on Narasi TV's duty as one of the mass media to provide information and education on issues happening in the community [23]. Furthermore, the researcher observed that although the creative team of the Musyawarah program formed an agenda by raising the same issue as other mass media, namely the issue of the 2024 Presidential Election, there were several things that distinguished the attention to the reporting of the 2024 Presidential Election issue chosen by the Narasi TV creative team and packaged from a different perspective.

The researcher also observed that the media agenda of the creative team of the Musyawarah program also lay in the broadcast schedule of the Musyawarah program. The researcher felt that this was one of the advantages of Narasi TV in forming a media agenda when many other mass media with their media agenda placed the issue of the 2024 Presidential Election as an issue that was also important, but not specialized, and the content of the news seemed the same. The researcher reviewed in accordance with the literature study that the Narasi TV creative team tried to create a media agenda that the public needed regarding the latest issues regarding the 2024 Presidential Election but from a different perspective. As such,

in relation to the Agenda Setting theory's attention, the researcher reviewed that the creative team in the Musyawarah program had understood and applied it in the content that was aired [18].

Therefore, the formation of agenda setting designed by the Narasi TV creative team for the Musyawarah program became one of the television media that was quite different from other television media in covering and reporting information about the 2024 Presidential and Vice Presidential Election. According to the agenda setting formed by the Narasi TV creative team, it was not surprising that general audiences had given a positive and high rating to Narasi TV to become loyal viewers.

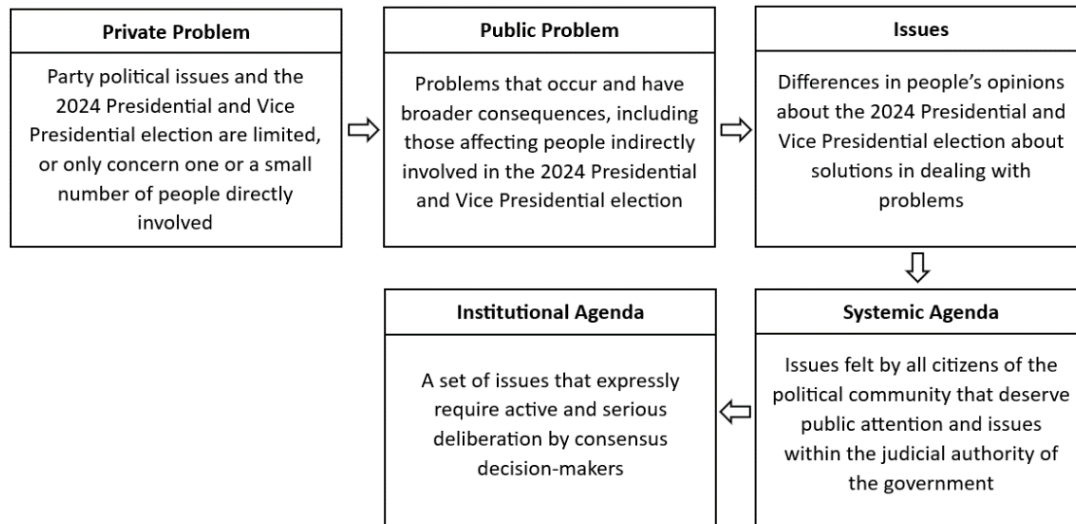


Figure 3. Formation of agenda setting.

Based on the formation of the agenda setting initiated by Anderson and colleagues in 1985 [21], there was continuity in the model used by the Narasi TV creative team in covering and reporting the issue of the 2024 Presidential Election, which was categorized into several stages and had been carried out during the 2024 Presidential Election, including; (1) Private Problems, it was known that the Musyawarah program provided unlimited access and space for freedom of opinion of the community during the 2024 Presidential Election and did not concern any party, so that the public could trust and believe that Narasi TV was one of the credible and informative television media; (2) Public Problems, it was known that the Musyawarah program was open, so that the wider community was encouraged to get involved in the 2024 Presidential Election and avoid the existence of an “abstain group”; (3) Issues, it was known that the many differences of opinion that occurred did not prevent Narasi TV from broadcasting the latest and neutral news in the Musyawarah program, and became a solution for the community to combat hoax news and information; (4) Systemic Agenda, it was known that the issues felt by the community could be considered and channeled properly through the Musyawarah program, namely by bringing in resource persons, discussion groups, debates, and other things that encouraged active community participation during the 2024 Presidential Election; (5) Institutional Agenda, it was known that the Narasi TV creative team had seriously considered making news broadcasts about the 2024 Presidential Election in accordance with humanitarian principles and neutrality. Hence, this comparison could highlight the unique approach taken by Narasi TV in contrast to traditional media outlets.

Table 1. Differences between the Musyawarah program and other programs.

Agenda Setting	Musyawarah	Other Program
Private Problem	Open-ended	Subjective
Public Problem	The data reported are accurate and credible	Reported data sometimes lack dates or citations
Issues	Not affiliated with any political party	Some media are connected to one of the political parties
Systemic Agenda	Inviting many speakers, politicians, academics, and experts in debates or discussion forums, as well as scheduled	Sometimes not featuring discussions or debates and unscheduled activities
Institutional Agenda	Neutral	Bound and some support one of the presidential and vice-presidential candidate pairs

Regardless of its function to provide information and educate the general public, every mass media had a strategy to develop its media to gain more viewers than other mass media, because researchers realized that basically, mass media is a company that needs income from what is aired and reported, regardless of its function to provide information and educate the general public [15]. The researchers said this was because the topic of the 2024 Presidential Election issue was neutral and supported the aspirations of the community, where the Musyawarah program focused on the problems of each pair of candidates for President and Vice President, political parties, and so on based on existing facts and realities. Besides that, the reporting and packaging of the 2024 Presidential Election issue presented differently by the creative team, researchers also realized that the creative team of the Musyawarah program raised the issue of the 2024 Presidential Election according to the right broadcast schedule. However, when the program content is good but the airing schedule is not appropriate, the program content generally doesn't become meaningful. The Musyawarah program creative team, according to researchers, was also very detailed and meticulous in scheduling its broadcast, which was included in the Narasi TV media agenda.

Researchers see that Narasi TV through the Musyawarah program also realizes its role as mass media, but if other mass media channel information on the issue of the 2024 Presidential Election with an explicit meaning, the researchers review that the creative team of the Musyawarah program tries and is selective in conveying things about the 2024 Presidential Election by implication, which aims to open the horizons of knowledge of its audience to be more selective and critical in choosing candidates for President and Vice President. In addition, the researchers observed that the Musyawarah program also focuses on analyzing the audience's reaction to the delivery of news by implication.

Creating a different media agenda, in fact, according to researchers, can make this a special attraction for the general public [20]. The uniqueness of the issues raised and the accuracy of airing program content included in the media agenda of the Narasi TV creative team in the Musyawarah program can be reviewed from the following examples of content, which are; (1) the content aired by the Musyawarah program by Narasi TV airs talk show activities, facts on the issue of the 2024 presidential election, perspectives and views of political observers or politicians, as well as political discussions where the majority of other mass media only report on the issue of the 2024 presidential election without providing additional information from the public or experts in their fields, and Narasi TV carries out its duties as mass media but in different ways. The content is expected to increase public awareness of the issue of the 2024 presidential election by providing detailed, straightforward, and detailed information without taking sides with political officials or the agencies concerned. Thus, Narasi

TV hopes that the broadcast can increase public trust in the Musyawarah program and provide a humanist side of “orders” from the government to be easily understood and digested by the general public; (2) various contents of the Musyawarah program that are scheduled appropriately according to the moment, the Musyawarah program also raises stories that are often forgotten, namely the content of articles and laws that educate and as an alarm to recall articles or laws during the campaign period to increase public literacy. According to the researchers, this is very interesting because the general public with all their ignorance about political issues often forget about existing articles, so that the Musyawarah program can educate all groups, from children to the elderly.

4. Conclusions

According to the researcher’s literature review, the creative team’s position as a topic initiator and creator of the media agenda on the issue of the 2024 Presidential Election played an important role since the production of the Musyawarah program. Although the creative team was not involved in the final decision-making process when developing a program, all early concepts, both in program development and content production, required team ideas and research results. Based on this study, if a mass media outlet, particularly television, could construct a media agenda aimed at developing important topics or stories that became bywords in the general public, the creative team played a role and bore complete responsibility. Because the creative team was in charge of everything, including ideas and the basic production process, when television as a mass media could design the general public’s frame of mind and regulate public opinion, language proficiency had to identify a capable and qualified creative team to provide good and mature results that caused the general public to think about the program content they read, saw, or heard. Based on this, researchers believed that Narasi TV’s media strategy on the 2024 presidential election differed from that of other mass media, which was sometimes disregarded yet equally crucial. Narasi TV created the Musyawarah program in the hopes that the general public would receive detailed, clear information and not be duped by hoaxes, as well as a summary of the 2024 Presidential Election which could be consumed by people of all ages, whether teenagers, adults, or the elderly. The Musyawarah program provided a source of information for the audience to provide clear public opinions and views devoid of political prejudice, as well as to become a ‘friend’ to the community in discovering the right and full information. Hence, this conclusion was consistent with the review obtained from the literature study, particularly in terms of public comments on the Instagram social media accounts @narasi.tv and @narasinewsroom about the Musyawarah program, the majority of which were positive.

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Competing Interest

The researcher has declared there is no competing interest in this research.

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