

The Relationship between the Media Agenda and the Public Agenda on the Electability of Presidential Candidates

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ABSTRACT

Facing the 2024 election, two big figures have emerged who have been nominated as Indonesian presidential candidates for the 202-2029 period, namely Anies Bawesdan from the Nasdem Party and Ganjar Pranowo from PDIP. These two figures then became targets of the media by sharing information and activities carried out. Every report in the mass media is essentially a construction of events by the mass media based on the reality that occurred. The ability to construct this discourse will have a major influence on the opinions, decision making and political attitudes of readers. By understanding the work of media reality construction, people will be wise and appropriate in utilizing any information from the mass media. Solopos.com's media agenda setting regarding the two presidential candidates Anies Bawesdan and Ganjar Pranowo certainly greatly influences the level of electability of readers, especially among FISH Univet Bantara students who were respondents to this research. This research aims to determine the influence of the Solopos.com media agenda setting on the electability level of students in the candidacy of Anies Bawesdan and Ganjar Pranowo in the 2024 election and to analyze the influence of the public agenda on the electability level of students in the candidacy of Anies Bawesdan and Ganjar Pranowo in the 2024 election. The method used is a quantitative research approach. Data collection techniques use questionnaires, observation, documentation. Data is measured using a Linkert scale with a range of 5 options. Statistical analysis uses multiple linear regression analysis techniques. The respondents of this research are students of the Communication Science Study Program, Even Semester, Academic Year 2022-2023. The research results show that there is a relationship between the Solopos.com media agenda and the public agenda regarding the electability of presidential candidates. The political situation leading up to the 2024 election is an important moment for the Solopos.com media which is directly or indirectly participating in branding candidates Anies Bawesdan and Ganjar Pranowo as presidential candidates.

Keywords: *Agenda setting; Statistic Analysis; Solopos.com Media; 2024 Election*

ABSTRAK

Menghadapi pemilu 2024 telah muncul dua tokoh besar yang diusung menjadi calon presiden Indonesia periode 202-2029 yaitu Anies Bawesdan dari Partai Nasdem dan Ganjar Pranowo dari PDIP. Kedua tokoh ini kemudian menjadi sasaran media dengan berbagi informasi dan aktifitas yang dilakukan. Setiap pemberitaan di media massa pada hakikatnya adalah konstruksi peristiwa oleh media massa atas realitas yang terjadi. Kemampuan mengkonstruksi wacana ini akan berpengaruh besar terhadap opini, pengambilan keputusan dan sikap politik pembacanya. Dengan memahami kerja konstruksi realitas media, akan membuat masyarakat bijaksana dan tepat dalam memanfaatkan setiap informasi dari media massa. Agenda setting media Solopos.com terkait kedua calon presiden Anies Bawesdan dan Ganjar Pranowo tentu sangat mempengaruhi tingkat elektabilitas pembaca terutama dikalangan mahasiswa FISH Univet Bantara yang menjadi responden penelitian ini. Penelitian ini bertujuan untuk mengetahui pengaruh agenda setting media Solopos.com terhadap tingkat elektabilitas mahasiswa pada pencalonan Anies Bawesdan dan Ganjar Pranowo pada pemilu 2024 dan menganalisis pengaruh agenda publik terhadap tingkat elektabilitas mahasiswa pada pencalonan Anies Bawesdan dan Ganjar Pranowo pada pemilu 2024. Metode yang digunakan merupakan pendekatan penelitian kuantitatif. Teknik pengumpulan data menggunakan kuesioner, observasi, dokumentasi. Data diukur menggunakan skala Linkert dengan rentang 5 opsi. Analisis statistik menggunakan teknik analisis regresi linear berganda. Adapun responden penelitian ini yaitu mahasiswa Program Studi Ilmu Komunikasi Semester Genap Tahun Akademik 2022-2023. Hasil penelitian menunjukkan terdapat hubungan antara agenda media Solopos.com dengan agenda publik terhadap elektabilitas calon presiden. Situasi politik menjelang Pemilu 2024 merupakan momen penting bagi media Solopos.com yang secara langsung atau tidak langsung ikut membranding kandidat Anies Bawesdan dan Ganjar Pranowo selaku calon presiden.

Kata Kunci: Agenda Setting; Analisis Statistik; Pemilu 2024; Media Solopos.com

INTRODUCTION

Elections are a democratic celebration that the Indonesian people always look forward to every 5 years. Especially in the current situation when President Joko Widodo's leadership is being questioned due to various problems plaguing this country, one of which is the issue of elections being postponed until 2025 and the president's term of office for 3 terms. This of course gives rise to pros and cons in various circles of society. In the end, the election remained according to the original schedule, namely in 2024. General elections in Indonesia provide space for the use of social media. Law of the Republic of Indonesia Number 7 of 2017 Article 275 paragraph 1 letter e explains that

campaigns can be carried out via social media. This shows that social media plays an important role in disseminating political news and information, following like-minded people, and mobilizing various forms of political participation (Kim, H., Kim, Y., & Lee, 2020). This quite good potential is utilized by most parties and candidates, especially national level and urban regional candidates, using the internet and social media as part of their political marketing (Herdiansah, 2017).

Two political figures appeared on the media agenda for their nomination as presidential candidates, namely Anies Bawesdan and Ganjar Pranowo. Anies Bawesdan was appointed as a presidential candidate on October 3 2022 by the Chairman of the Nasdem Party, Surya Paloh (Martaon, 2022). Meanwhile, Ganjar Pranowo was appointed as a presidential candidate on April 21 2023. PDIP announced Ganjar Pranomo as a 2024 presidential candidate at a time when the electability of the party bearing the white muzzle was plummeting (Mariyana Ricky P.D., 2023). LSI survey results in January 2023 saw PDIP's effectiveness at 22 percent, then fell to 19 percent in February and fell again to 17.6 percent in April. This research analyzes the impact of Solopos.com media reporting on the news of Anies Bawesdan and Ganjar Pranowo as presidential candidates among



students at Veteran Bangun Nusantara University (Univet Bantara) Sukoharjo academic year 2022-2023

Image 1. Ganjar Pranowo And Anies Baswedan Who Are Nominated By The Party To Become Presidential Candidates In 2024

Based on the agenda setting theory, positive and negative mass media coverage of candidates during the campaign will greatly determine the candidate's fate in the election. Thus, the opinion emerged that "controlling the media means controlling the public" or "controlling the media means controlling the masses (politics)" (Ritonga,

2018). The media has a big role in influencing society. Agenda setting theory explains that the mass media is the center for determining truth because the mass media has the ability to transfer two elements, namely awareness and information into the public agenda and attention to issues that are considered important by the mass media.

Agenda setting relates to three types of agenda that are interconnected in agenda setting theories, namely the media agenda, the public agenda and the government policy agenda. The media agenda is a set of topics or issues discussed by media such as television, radio and newspapers. The public agenda is a set of topics or issues that are considered important by the public, and the government policy agenda is the topics or issues that decision makers (such as the DPR or parties influential in the legislative process) believe are prominent issues (Haryanto, 2003). According to Bharad, the agenda setting theory also assumes that the mass media filters the news, articles or writings that will be broadcast. Whatever is presented in the mass media is called the media agenda. The media agenda influences the community agenda or public agenda. Agenda setting theory also shows that there are similarities between the media agenda and the public agenda. Furthermore, the media agenda and public agenda are considered to have a relationship with public trust (Bharad, A., Harrison, R. W., Kinsey, J., Degeneffe, D., & Ferreira, 2010).

The media has the ability to select and direct public attention to certain ideas or events. So the media agenda influences public opinion. In agenda setting theory, if the media puts emphasis on an event, the media will influence the audience to consider it important. So the media tells us what to think. Meanwhile, on the public or student agenda in this research, news about the 2024 election candidates is considered important news. The news about Anies Bawesdan and Ganjar Pranowo as presidential candidates certainly attracted the attention of students because as presidential candidates, of course they will also determine the future of the nation.

Print media has contributed a lot to the development of the times. However, the greatness of print media is gradually starting to be rivaled by electronic media which is increasingly sophisticated, namely having the ability to attract the attention of the public simultaneously and simultaneously. That is the effect of electronic media which contains a lot of entertainment so that it easily finds a place among society (Effendy, 2003). Even

though print media still exist today, such as Solopos, for example, the number of pages is not as large as before, Solopos is not even published on Sundays. The Solopos newspaper also has a digital version of the publication called Solopos.com.

As a local media, Solopos provides a lot of news around Soloraya. News about presidential election candidates really attracts the public's attention. One of the factors is that the name Ganjar Pranowo, who currently serves as Governor of Central Java, was appointed by Megawati Soekarno Puteri as General Chair of the PDIP as a candidate for President of the Republic of Indonesia in 2024. Another factor is that the PDIP is a large party whose majority of voters are in the Central Java region, even the city of Solo itself was named as the basis of PDIP. News about the election and the candidacy of Ganjar Pranowo as a presidential candidate is interesting media consumption, especially Solopos. Election news in the Solopos.com media is for public consumption for the people of Solo and its surroundings, including FISH Univet Bantara students. This research aims to determine the electability level of the candidacy of Anies Bawesdan and Ganjar Pranowo in the 2024 election and analyze the influence of the public agenda on the electability level of students in the candidacy of Anies Bawesdan and Ganjar Pranowo in the 2024 election. According to Wirman and Genny, the mass media also influences political decisions by giving or not providing publications to state administrators (Wirman, 2020)

According to Irwansyah, in the media agenda setting theory, the public will be more influenced by news from unofficial sources than news from official sources. The media agenda setting carried out by political news producers is adjusted to the political direction of the media owners (Maybi Prabowo, 2016). The ability to construct this discourse will have a major influence on readers' opinions, decision making and political attitudes (Mustofa, 2013). Media agenda setting can influence the way of thinking of individuals and society at large (Hoewe Jennifer, 2020). Television media's agenda setting is also influenced by the relationships formed between media owners and politicians (A. Seddone, 2020). In the political realm, television media agenda setting functions to bring down political opponents (Christiany, 2019).

Gulati focuses his research on the broadcast of political campaigns on television which is the result of negotiations with media owners (Gulati, 2015). Tapsell in his research entitled Media Power in Indonesia shows that media owners in Indonesia are

more active in politics and tend to have an influence in political coverage and elections (Tapsell, 2017). This is as stated by Lim who stated that political elites together with the buzzer network convey emotional messages so that they can influence society (Lim, 2017). Meanwhile, Radiansyah explained that people are easily influenced because the news conveyed by television media is reactive (Radiansyah, 2019).

The novelty of this research is to grow and create the electability of the 2024 presidential candidates, especially through media news about the Indonesian presidential candidates. This attitude of electability needs to be developed among readers, especially students who are the nation's next generation. News about presidential candidates will certainly influence students' confidence when voting. Apart from that, media of various kinds will certainly present and direct news towards certain candidate pairs. This research is important because it can contribute in the form of reporting news about the ideal presidential candidate so that it attracts attention so that the public chooses him as a potential leader and is confirmed as president.

According to Rogers and Storey (Venus, 2009), a campaign consists of a series of activities. Organized communication aimed at achieving certain results that is continuously carried out towards a goal within a certain period of time. A political party is said to have electability if it has voting power that meets the criteria of skill and popularity. Political electability is often associated with political party figures and is increasingly discussed ahead of legislative candidate elections and general elections. The higher the electability value, the higher the potential for legislative candidates to be elected. Electability is the level of electability adjusted to the selection criteria (Wahyuni, 2022). When related to politics, electability is the ability or ability to be elected to a position in government.

METHODOLOGY

In general, the research proposed in this study aims to analyze Solopos.com media news on the electability of the 2024 presidential candidates. News regarding the activities of presidential candidates Anies Bawesdan and Ganjar Pranowo of course attracts the attention of the public and the media through its reporting which is able to influence

public opinion. This research uses a quantitative research approach. The quantitative approach is a research approach that uses data in the form of numbers from survey answers which are distributed to research samples and analyzed using statistical analysis techniques (Sugiyono, 2012)[16]. Meanwhile, the explanatory type is a type of research that attempts to explain the causal relationship between variables. Relationships are research used to determine causal relationships. So in research there are independent variables (variables that influence) and dependent variables (variables that are influenced) (Silalahi, 2009)[17]. The research population was FISH Univet Bantara students, Even Semester 2022-2023. The sample was taken from 25% of the total population (318 students), namely 80 respondents.

The questionnaire or questionnaire was prepared using a Likert measurement scale, namely by providing the answer options SS (strongly agree), S (agree), N (neutral), TS (disagree) and STS (strongly disagree). Each answer is given a score of SS (5), S (4), N (3), TS (2) and STS (1). Reliability test using Anova. Data collection procedures in this research used questionnaires, observation, documentation (journals, books, internet). using a 5-range Likert scale where response items are arranged into five alternatives expressed in categories: strongly agree, agree, unsure, disagree and strongly disagree. This research uses tests, validity, reliability, classical assumption tests and statistical analysis. Statistical analysis in this research uses multiple linear regression analysis techniques.

RESEARCH RESULTS AND DISCUSSION

Research Results

This research data was obtained by distributing questionnaires to 80 students of the 2022/2023 Communication Science Study Program. Consisting of 28 men (35%) and 52 women (65%). Respondents in semester II were 18 people (22.5%), semester IV there were 26 people (32.5%), semester VI there were 22 people (27.5%), and semester VIII there were 14 people (17.5%). The aim of this research is to analyze the influence of the Solopos.com media agenda on the electability level of students in the candidacy of Anies Bawesdan and Ganjar Pranowo in the 2024 election, to analyze the influence of the public agenda on the electability level of students in the candidacy of Anies Bawesdan and Ganjar Pranowo in the 2024 election.

When asked the question to respondents, do you read newspaper news online? The results showed that 65 respondents (81.25%) read newspapers online and 15 respondents (18.75%) did not read online newspapers. The online media most read by respondents is Solopos.com (37.74%). Then followed by Kompas.com (26.41%) and Detik.com (24.54%). The rest were Suara Merdeka.com, Tempo.com and Detik.com with 4 people each or 3.77%. Solopos as a local media in Solo provides a lot of information about the condition of the city of Solo, of course attracting more respondents' attention than other media (proximity). The use of social media by accessing information related to information, the candidate's vision and mission, and issues developing in society will influence voting behavior in the form of their political actions (Nina, 2018). Through social media, one can become famous ((Basarah, 2018)

Discussion

The Influence of the Solopos.com Media Agenda on Student Electability Levels

Solopos.com is a digital media based in the city of Solo. Meanwhile, the *Solopos* newspaper is the only print media that still exists to date. As media published in the city of Solo, of course this media reports a lot or provides information about events that occurred in Soloraya. Regarding reporting on the 2024 Election, of course Solopos.com has reported a lot considering that the candidate or presidential candidate Ganjar Pranowo comes from Central Java, especially since President Joko Widodo comes from Solo. Based on respondents' questionnaire answers regarding the influence of the Solopos.com media agenda on the electability level of FISH Univet Bantara Communication Science Study Program students, it can be explained in the table below:

Table 1. Media Agenda Solopos.com

| No. | Uraian | SS | S | N | TS | STS |
|-----|---|----|----|----|----|-----|
| 1 | I'm following the 2024 election news | 8 | 28 | 43 | 1 | 0 |
| 2 | I found out about Anies Bawesdan as a 2024 presidential candidate from the media | 13 | 29 | 30 | 4 | 4 |
| 3 | Every day the media publishes news about Anies Baswedan's activities | 3 | 7 | 49 | 17 | 4 |
| 4 | Every day the media often publishes positive news about Anies Bawesdan's activities | 2 | 13 | 51 | 11 | 3 |

| | | | | | | |
|----|---|-----|-----|-----|-----|----|
| 5 | The media often publishes negative news regarding Anies Baswedan's activities | 0 | 6 | 60 | 11 | 3 |
| 6 | I believe news about presidential candidates can increase Anies Bawesdan's electability | 5 | 26 | 41 | 5 | 1 |
| 7 | Information about presidential candidates is an image | 16 | 28 | 31 | 4 | 1 |
| 8 | I learned about Ganjar Pranowo as a 2024 presidential candidate from the media | 23 | 38 | 17 | 2 | 0 |
| 9 | Every day the media publishes news about Ganjar Pranowo's activities | 2 | 14 | 52 | 10 | 2 |
| 10 | Every day the media often publishes positive news about Ganjar Pranowo's activities | 1 | 9 | 60 | 8 | 2 |
| 11 | The media often publishes negative news regarding Ganjar Pranowo's activities | 0 | 6 | 60 | 11 | 3 |
| 12 | I believe news about presidential candidates can increase Ganjar Pranowo's electability | 5 | 28 | 41 | 5 | 1 |
| 13 | I like to read news about presidential candidates | 5 | 17 | 46 | 9 | 3 |
| 14 | News about presidential candidates affects my perceptions | 9 | 23 | 42 | 4 | 2 |
| 15 | Information about presidential candidates is a political image | 16 | 28 | 31 | 4 | 1 |
| | Jumlah | 110 | 302 | 654 | 104 | 30 |

Source: Research Questionnaire

This research uses a Likert scale. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group regarding social events or phenomena (Riduwan dan Sunarto, 2009). Likert scale with answer options SS (strongly agree), S (agree), N (neutral), TS (disagree) and STS (strongly disagree). In this study, alternative answers were given the grades SS (5), S (4), N (3), TS (2) and STS (1).

Based on data obtained from 80 respondents, the influence of the Solopos.com media agenda on the electability level of FISH Univet Bantara Communication Science Study Program students lies in a neutral area. On a continuum, it is between neutral and agree or with a value of 3958. Furthermore, it can be explained that the influence of the Solopos.com media agenda on student electability levels is relatively strong (65.96%) or is between 60% - 80%. According to Wahyuni, the popularity of a figure is a very important capital in gaining public attention (Wahyuni, 2022). This popularity will later boost the figure's electability by building an image, either directly in society or through

the mass media. A political party is said to have electability if it has voting power that meets the criteria of skill and popularity. In a democratic country, political parties must strive to increase electability in order to win general elections.

Solopos.com media, based on the results of the measurement scale in the table above, was able to have a strong influence on respondents or Communication Science Study Program students with a score of 65.96%. This shows that news regarding the presidential candidacy of Anies Bawesdan and Ganjar Pranowo was able to influence readers. This attitude was also shown through the question, News about presidential candidates influences my perception, which was then answered by respondents with the statement that they agreed, 9 respondents strongly agreed, 42 respondents were neutral. Campaigns on social media are carried out by preparing a special team, then choosing the social media that will be used, then the team will organize a strategy to create scenarios that will be displayed on social media and then set a schedule (Amalia, 2022).

The Influence of the Public Agenda on Student Electability Levels

The approaching election means that the mass media often presents the activities of candidates who will compete on 24 February 2025. This situation makes the public pay attention to news related to the election. The use of social media as a means of communication in elections results in excessive fanaticism. The campaign carried out is no longer limited to spreading the vision, mission and work program but contains content that discredits other candidates and tends to lead to insults and/or defamation with baseless issues (Ismaya, L., & Sugiyantica, 2014). How the public agenda relates to the level of student electability in election news on Solopos.com can be seen in the following table:

Table 2. Public Agenda for Student Electability Levels

| No | Description | SS | S | N | TS | STS |
|----|--|----|----|----|----|-----|
| 1 | Every day I read more than one news report about the activities of presidential candidates | 1 | 12 | 52 | 13 | 2 |
| 2 | News about presidential candidates to increase my knowledge at the time of the election | 14 | 39 | 25 | 1 | 1 |
| 3 | The media builds a public image of political figures as presidential candidates | 10 | 41 | 27 | 1 | 1 |

| | | | | | | |
|----|--|----|-----|-----|----|----|
| 4 | The media forces its attention to specific political issues | 4 | 21 | 52 | 2 | 1 |
| 5 | The media does not reflect actual reality | 5 | 23 | 47 | 4 | 1 |
| 6 | The media presents objects that show what individuals want to consider, know and feel in society | 2 | 32 | 38 | 4 | 4 |
| 7 | The issue of the presidential candidates is very important to me | 4 | 14 | 51 | 10 | 1 |
| 8 | I had a discussion with a friend regarding the news about presidential candidates that I had read | 1 | 16 | 43 | 17 | 3 |
| 9 | Berita calon presiden dapat meningkatkan elektabilitas calon presiden News about presidential candidates can increase the electability of presidential candidates | 3 | 37 | 36 | 3 | 1 |
| 10 | Presidential candidate news influences my choices | 7 | 25 | 40 | 7 | 1 |
| 11 | I read news about presidential candidates to keep up with developments that are happening | 4 | 29 | 43 | 3 | 1 |
| 12 | I read news about presidential candidates to get entertainment, to relieve my emotions so that I can calm myself down | 2 | 8 | 49 | 15 | 6 |
| 13 | I read news about presidential candidates because it is a routine part of my daily life | 1 | 6 | 46 | 19 | 8 |
| | Jumlah | 58 | 303 | 549 | 99 | 31 |

Source: Research Questionnaire

Based on data obtained from 80 respondents, the influence of the public agenda on the electability level of FISH Communication Science Study Program students at Bantara Univet is located in the neutral area, namely between neutral and agree or with a value of 3378. Furthermore, it can be explained that the influence of the public agenda on the electability level of students is relatively strong, with a value of 64.96% or between 60% - 80%. Solopos.com election news based on a Likert measurement scale is able to influence the public agenda. Information regarding presidential candidates Anies Bawesdan and Ganjar Pranowo received attention from respondents or it could be said that 64.96% of the measurement scores were in the strong category, meaning that

respondents paid attention to news regarding the election. This of course can affect the electability of certain candidates. Electability is interpreted as the popularity of the presidential candidate (and vice presidential candidate)

Next, a reliability test was carried out for variables This means that variable X influences variable Y. Meanwhile, from the results of the coefficient of determination test in the model summary table, it can be concluded that variable This means that 79.9% of variable Y is the contribution of variable X. Meanwhile, the remaining 20.1% is influenced by other variables that were not studied.

Table 3. Coefficients

| Coefficients ^a | | | | | | |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 20.955 | 3.521 | | 5.952 | .000 |
| | Agenda Solopos.com | .465 | .076 | .568 | 6.098 | .000 |

a. Dependent Variable: Agenda Publik

Source: Output SPSS

This shows that Solopos.com is not the only media that attracts respondents' attention to obtain information about presidential candidates but is influenced by other variables such as social media. Social media is able to increase people's political participation because it makes it easier for users to obtain and provide information quickly. Thanks to social media, Barack Obama won the elections in the United States twice (Suhendra, 2012). The use of social media as a campaign tool is also implemented in Indonesia. In the run-up to the elections, political parties are seen actively creating social media accounts for campaign purposes (Efriani, 2020). These social media accounts contain introductory content in the form of a vision and mission in the hope of attracting voter sympathy. Indirectly, it hopes for an active level of community political participation (Priyono., 2014). Respondents not only want to know about the candidate's campaign but also want to know about the candidate's family background through social media. In this way, respondents know the quality of the candidate or what is commonly known as the seed, weight and burden of a presidential candidate. The results of this

research also show that Ganjar Pranowo's electability is higher than Anies Basesdan's electability. This is possible because Ganjar Pranowo as Governor of Central Java is better known to students than Anies Bawesdan. So it can be explained that Ganjar Pranowo has the potential to win the upcoming election.

Ganjar Pranowo is a presidential candidate supported by PDIP and currently serves as Governor of Central Java. Geographically, of course, respondents are more familiar with Ganjar Pranowo. Meanwhile, Anies Bawesdan is a former Governor of DKI Jakarta who is supported by the Nasdem Party. People who have high electability are people who are widely known in society. However, to be widely known, efforts need to be made to introduce it. Here publications and campaigns play an important role (Abidin, 2013). However, not all campaigns are successful in increasing electability. There are campaigns that touch, there are campaigns that do not touch the interests of the people. Campaigns that touch the interests of the people can be expected to increase electability. But the original campaign is of course far from electability.

CONCLUSION

The discourse on nominating presidential candidates attracted the attention of respondents from Communication Science Study Program students. The political situation leading up to the 2024 election is an important moment for the Solopos.com media which is directly or indirectly participating in branding candidates Anies Bawesdan and Ganjar Pranowo as presidential candidates. The media shapes respondents' opinions and influences certain issues. This of course can influence the electability level of presidential candidates. Positive news will be responded to positively and negative news will be responded to negatively too, however of course Solopos.com media is not the only source of information for respondents. Media coverage regarding the electability of presidential candidates in elections should be presented in a balanced manner so that readers get a perception in accordance with their conscience.

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