Perspektif Komunikasi: Jurnal Ilmu Komunikasi Politik dan Komunikasi Bisnis
Vol. 8 No. 2 Desember 2024 pp. 135-150
P-ISSN 2549-0613, E ISSN 2615-7179

AGENDA SETTING IN GENERAL ELECTION BROADCASTS DURING THE CAMPAIGN PERIOD ON METRO TV AND TV ONE

Amin Shabana[1], Astriana Baiti Sinaga[2], Azahar Kasim[3]

[1,2] Universitas Muhammadiyah Jakarta, Indonesia
[3]Universiti Utara Malaysia

e-mail: amin.shabana@umj.ac.id

Abstract

This study aims to examine the agenda-setting of election broadcast content on Metro TV and TV One during November 28, 2023, to February 10, 2024. It also seeks to identify differences in election coverage between the two television stations. Using a qualitative approach, the study analyzes election news aired during the campaign stage, focusing on variations in the political narratives presented. The findings reveal distinct agenda-setting and framing approaches between the two outlets. Metro TV frequently highlights the Anies Baswedan ticket, often portraying it positively compared to the other two presidential and vice-presidential candidates. In contrast, TV One adopts a more neutral stance, offering coverage that avoids overt bias while addressing violations related to the 2024 election. These findings contribute to the development of agenda-setting theory and have practical implications for both media and political discourse.

Keywords**:** *Agenda Setting; Election Broadcasting; Framing; Television Broadcasting Media*

INTRODUCTION

As the 2024 general election campaign period approaches, political competition is intensifying. Starting on November 28, 2023, the campaign period for the three pairs of presidential and vice-presidential candidates, along with legislative candidates for the DPR, DPD, and provincial and district/city DPRD, officially began. Candidates have until early February 2024 to present their visions, missions, programs, and commitments to the public in their effort to secure voter support.

This period also allows the public to familiarize themselves with the candidates, their promises, and proposed programs. The media plays a crucial role in informing and educating the public, covering both the electoral process and the track records of the candidates. As the fourth pillar of democracy, the media monitors and broadcasts this democratic event while promoting a deeper understanding of democratic values. It is essential for the media to deliver accurate and insightful news, ensuring a healthy public sphere through trustworthy and reliable information.

Providing factual and balanced reporting to the public is a fundamental responsibility that media professionals must uphold. However, the independence and neutrality of journalism in Indonesia are increasingly under scrutiny. This concern arises from the active involvement of media owners in political or party activities, creating a conflict of interest that compromises the press's ability to deliver news in the public's best interest.

The discussion surrounding the role of mass media is inevitably tied to the underlying interests that drive its existence, namely economic motives and political influence, which shape media content, the information delivered, and the narratives conveyed (Poti, 2020).

The media deliberately and consistently highlights and emphasizes certain topics, prompting society to engage in discussions and form opinions about these subjects (Rosenberry & Vicker, 2017). According to Wadud 2021, the

study of mass communication involves focusing on the following elements: 1) the interaction between the communicator and the audience; the relationship between the source and the recipient, 2) the nature, content, and type of information being conveyed, 3) the medium used, including the channel, language, or coding system, 4) the impact of communication, whether intentional or unintentional, such as informing, fostering understanding, or inspiring action, and 5) the purpose behind the communication, including its functions and objectives (Wadud, 2021).

In political communication, four primary objectives are pursued: (1) to disseminate information, (2) to secure material political benefits, (3) to enhance status, and (4) to strengthen the self-image of political actors. Among these, providing information often takes the lowest priority, as many groups focus on status enhancement. Consequently, political communication becomes a tool for achieving specific political goals or advantages. Common methods employed by governments in political communication include political lobbying, speeches, press releases, and other approaches. Additionally, both mass media (such as newspapers, television, films, radio, magazines, and social media) and non-mass media (such as letters, leaflets, banners, billboards, websites, interpersonal communication channels, and organizational networks) are utilized. Political actors often integrate and overlap these various communication channels in practice. (Nimmo, & Geyer, 2017).

According to Nimmo and Geyer, campaign audiences can be categorized into two groups. The first group relies on and trusts print media, although they do not entirely disregard television. This group is already well-informed, and their loyalty to candidates tends to be weak. They actively participate in voting and often make their decisions before the campaign begins. While candidates can strengthen the support of those already aligned with them, they are unlikely to sway non-supporters. The second group, which is larger and steadily growing, places greater trust in radio and television. Typically, this group has moderate levels of income and education. They are the primary targets for professional campaigners, as their choices are often influenced by well-crafted and appealing campaign messages.

Additionally, the mass media serves a mobilization function, often used for political propaganda and commercial purposes (Wadud, 2021). Wadud identified several types of media effects: (1) initiating intended changes, (2) triggering unintended changes, (3) causing minor changes in form or intensity, (4) facilitating both desired and undesired transformations, and (5) preventing changes from happening. These impacts can manifest at various levels, including individuals, communities, institutions, and cultures.

Smith and Lasswell (2015) outlined three primary functions of mass media: (1) monitoring the environment, (2) linking different segments of society, and (3) transmitting cultural values and heritage. Later, Hsia (2015) introduced a fourth function: providing entertainment. Additionally, Wadud (2021) highlighted another function of mass media—the mobilization process, which reflects its use in political propaganda and commerce.

McCombs and Shaw (2005) applied the theory of Agenda-Setting in their study of voters in Charlotte, North Carolina, during the summer and fall of the 1972 presidential election. Their research revealed that the seven key issues highlighted by respondents were shaped by the coverage patterns of the *Charlotte Observer* and television news networks.

Agenda-setting theory describes how mass media shape public attention and perceptions by emphasizing certain events as important. This aligns with the primary functions of mass media, which include entertaining, informing, educating, and influencing audiences. Through consistent coverage, the media can

prompt the public to view specific issues as significant and worthy of discussion. Thus, agenda-setting theory highlights the media's role in guiding public opinion by prioritizing topics that align with its core function of shaping audience perspectives. (Aminudin et.al., 2023).

Donald L. Shaw and Maxwell E. McCombs also provided a definition related to agenda-setting theory. They explained that this theory focuses on the mass media's ability to shift the priority of news topics from the media's agenda to the public's agenda. In other words, by providing extensive and consistent coverage, the media can influence the public to view these topics as significant issues deserving their attention and discussion.

Shaw and McCombs' definition emphasizes that the core of agenda-setting theory lies in the transfer of priorities from the media's agenda to the public's (Griffin, 2003). According to Putri (2021), agenda-setting is a theory introduced by Maxwell McCombs and Donald L. Shaw. It describes the media's role in creating and promoting an agenda, where sustained emphasis on an event can lead the public to perceive it as significant (Sofyan et al., 2019). Additionally, agenda-setting is seen as the influence of mass media on public perceptions and culture (Purwandini, 2017).

Agenda setting is a crucial initial stage in policy formation, as it is the phase where various public issues compete to become policies. Public problems are often viewed as significant because they have widespread effects, impacting communities that may not be directly involved. These issues are likely to evolve into policy concerns, which then progress into the agenda-setting process (Baumgartner, 2016).

The multiple streams framework explains the interaction between three key streams in the agenda-setting process: the problem stream, the policy stream, and the political stream. The problem stream refers to the recognition of an issue as a public problem that requires immediate government action and resolution. The policy stream involves the solutions proposed by experts or the policy community to address the problem. The political stream encompasses various factors, including changes in national conditions, shifts in government officials and legislators, and pressure from interest groups (Baumgartner, 2016).

These three streams typically operate separately until they converge at a point known as the policy window. However, the opening of this policy window doesn’t occur automatically; it requires the efforts of knowledgeable and committed actors, known as policy entrepreneurs, who are willing to invest their resources to align the three streams.

According to Baumgartner (2016), an issue can enter the policy agenda when a policy entrepreneur creates an opportunity, known as a policy window. Policy entrepreneurs play a crucial role in this process (Bocher, 2016). They act as key advocates, pushing their policy ideas as solutions to identified problems. These actors can come from both within and outside the government, and they possess the authority and interest needed to link problems with potential solutions in the form of policy.

Weaver and Choi (2017) identify three main types of agenda setting. First, public agenda Setting: In this type, the public agenda is the dependent variable (traditional hypothesis), focusing on the issues that matter to the public. Second, media agenda setting: Here, the media agenda is the dependent variable ("agenda building"), emphasizing the role of mass media in influencing the audience. Third, public policy agenda setting: In this type, the agenda of policy-making elites is the dependent variable ("political agenda setting"), highlighting how both the media and the public can impact decisions made by policymakers (Walgrafe & Van Aelst, 2006).

Priming, as defined by Severin and Tankard, Jr., is "a process in which the media emphasizes certain issues while neglecting others, thus altering the criteria people use to

assess election candidates" (Severin & Tankard, 2001). Priming plays a crucial role in agenda setting by guiding the media's focus on specific aspects rather than others. The way a news story is presented can significantly impact agenda setting, as audiences are more likely to pay attention to stories placed prominently. Additionally, viewers often accept the implicit message that the main news stories are the most important. According to Iyengar (2017), "While agenda setting highlights the national issues considered important, priming refers to how news coverage influences the weight given to specific issues when making political judgments" (Baran & Davis, 2016).

Framing analysis is a specialized field of study that explores the content of media texts presented to the public. It was first introduced by Beterson in 1955. Initially, the concept of a frame was understood as a conceptual structure or belief system that organizes political views, policies, and discourses, providing standard categories to interpret reality (Sobur, 2006). The concept was later expanded by Erving Goffman, who argued that individuals possess the ability to interpret situations and people in daily life without extensive effort, shaping their own experience of reality. This reality is constructed by individuals who have encountered it firsthand (2002).

Robert N. Entman (2009) identifies two key dimensions of framing: issue selection and the emphasis or downplaying of certain aspects of an issue's reality. According to Entman, issue selection involves individuals choosing topics that can capture the attention of a large audience, while highlighting aspects directs the audience's focus toward specific elements of the issue (Eriyanto, 2002). In simpler terms, framing refers to how the media presents an issue or event by selecting topics deemed more important and emphasizing certain aspects to help the public better understand and retain the information.

Entman's framing model analyzes framing through two main dimensions: issue selection and the emphasis or prominence of certain aspects of an issue or reality (Eriyanto, 2002). This model broadly explains how journalists interpret and assign meaning to events. According to Entman, framing involves four key elements: (1) defining the problem, (2) diagnosing the causes, (3) making moral judgments, and (4) recommending treatments or solutions.

Coleman & Ross, 2015's framing model suggests that events are presented through a specific way of telling stories, or clusters of ideas, that are organized to create meaning around a particular topic of discourse. The storytelling in news is packaged in a way that constructs the meaning of the message being delivered and helps interpret the messages received (Eriyanto, 2002).

According to Coleman & Ross, (2015), each package has an internal structure, with the central part consisting of a set of ideas or frames that help to understand an event and highlight the core issue. Their concept of framing places a significant emphasis on symbolic representation, achieved through allusion or rhetoric, which subtly directs the audience's attention (Eriyanto, 2002). The framing framework of Coleman & Ross is particularly valuable because it underscores two primary aspects of framing: one, framing as a tool for news, discourse, or ideology packages that help the audience make sense of their environment, and two, framing as a process where different elements work together to create a particular frame (Hansen, 2015).

Television, being one of the most accessible forms of media and present in nearly every household, plays a pivotal role in shaping public perception. As noted by Rani (2014), during the presidential and vice-presidential elections, television media, including state-owned broadcasting institutions, holds significant influence in disseminating crucial information to the public.

Currently, presidential and vice-presidential candidates heavily rely on television

to communicate their goals, visions, and missions, aiming to shape public perceptions of their campaigns and establish a favorable political image. Television has increasingly served as a political campaign tool for specific parties rather than fulfilling its role as a medium for meeting the public's information needs.

Television is regarded as the most effective source of election information due to its audiovisual nature, broad audience reach, and ability to penetrate the private sphere (Ilhami et al., 2014). From a political perspective, television not only disseminates knowledge but also helps build political personas and influence public opinion. This influence can encourage greater public support and engagement in the political process.

During the 2024 election campaign period, Metro TV and TV One emerged as the most active news television stations in reporting election-related content. Both channels produced extensive election coverage from diverse perspectives, allowing viewers to follow news about the general election, the activities of each presidential and vice-presidential candidate, and public reactions. This study aims to examine the agenda-setting strategies employed by Metro TV and TV One during the campaign phase.

METHOD

This study adopts a qualitative descriptive approach. In terms of data collection, it utilizes document analysis and literature review methods. According to Bungin et al. (2019), document analysis can be classified into two main types: personal and official documents. Personal documents are written records related to individuals that reflect their actions, experiences, and beliefs. These can include personal diaries, letters to specific people, or autobiographical stories. On the other hand, official documents are divided into internal and external categories. Internal documents include notes, formal notices, directives, meeting protocols, leadership decisions, conclusions, and conventions related to individuals or organizations. External documents include publications like magazines, printed materials, bulletins, and media messages. Literature review, on the other hand, involves activities where data and literature are gathered through reading, recording, and processing materials to be used in the research

RESULTS AND DISCUSSION

The first step in this research was to gather election broadcast data during the campaign phase. Data collection was done by observing the YouTube channels of the two television news stations under study, Metro TV and TVOne. Following the methodology outlined earlier, the research sample was taken from the campaign period spanning November 28, 2023, to February 10, 2024. Various articles were then compiled and tabulated to compare each selected piece. The following are the results from monitoring articles related to the research objectives that need to be addressed.

Table 1. Sample of Article on 2024 General Election

	Metro TV	Title	TV One	Title
1	https://www.youtube.com/watch?v=iqnNayXJaYQ	Hari Pertama Masa Kampanye Pemilu 2024, Resmi Dimulai!	https://www.youtube.com/watch?v=FH-t9npsrPA	Capres-Cawapres Soal Kampanye Pemilu 2024 | AKIP tvOne
2	https://www.youtube.com/watch?v=t9dHfzP2898	PPATK Temukan Transaksi Mencurigakan di Masa Kampanye Pemilu 2024	https://www.youtube.com/watch?v=fJ-N2g_ek6A	Awas Pelanggaran Kampanye Pemilu 2024 | Kabar Petang tvOne
3	https://www.youtube.com/watch?v=hUO9s_Ssb7o	Deklarasi Komitmen Kampanye Damai Peserta Pemilu 2024	https://www.youtube.com/watch?v=oTXTYlKHLRE	Menuju Pemilu 2024: Kegiatan Kampanye Capres-Cawapres | AKIP tvOne
4	https://www.youtube.com/watch?v=s-skq-UMYpQ	Political Review Capres-Cawapres Berlomba Dulang Suara	https://www.youtube.com/watch?v=zYS71SzHrag	Jokowi Tegaskan Tidak Akan Ikut Kampanye Pemilu 2024 | Kabar Hari Ini tvOne
5	https://www.youtube.com/watch?v=vYYi6xNhKhI&t=339s	Hari Pertama Masa Kampanye Pemilu 2024	https://www.youtube.com/watch?v=FHlVvnLlkvs	Menuju Pemilu 2024: Sejumlah Aktivitas Kampanye Capres-Cawapres | AKIP tvOne
6	https://www.youtube.com/watch?v=STEIgWD2JZ0	Hari pertama, Capres - Cawapres Mulai Kampanye Pemilu 2024	https://www.youtube.com/watch?v=qZ2yNq6V9VU	Menuju Pemilu 2024: Kampanye Akbar Para Capres Cawapres | AKIP tvOne
7	https://www.youtube.com/watch?v=ep76tgfp-n0	Kawal Pemilu 2024 - Media Sosial, Pengawas Dugaan	https://www.youtube.com/watch?v=xKWLjXzcMm0	Jelang Pemilu 2024, Mantan Presiden Soeharto

		Pelanggaran Kampanye		Berikan Pesan Penting | Kabar Pemilu tvOne
8	https://www.youtube.com/watch?v=t9dHfzP2898	PPATK Temukan Transaksi Mencurigakan di Masa Kampanye Pemilu 2024	https://www.youtube.com/watch?v=SZIybd_d8TA	Manuver Kampanye Calon Presiden | Kabar Pemilu tvOne
9	https://www.youtube.com/watch?v=sSdNH0W-5B0	Kampanye Terakhir Capres-Cawapres Pilpres 2024	https://www.youtube.com/watch?v=twt3Wxxlojo	Kampanye Pemilu 2024 Resmi Dimulai, Sejumlah Paslon Gercep Kunjungi Sejumlah Daerah | tvOne
10	https://www.youtube.com/watch?v=CExHplEqJ9Q	Adu Strategi Kampanye Pemilu 2024	https://www.youtube.com/watch?v=Rt7bZBkpBIc	Menuju Pemilu 2024: Masa Kampanye Dimanfaatkan Baik Oleh Paslon | AKIP tvOne
11	https://www.youtube.com/watch?v=UeETip45kgo	Kawal Pemilu - Kegiatan Cawapres 2024 di Masa Kampanye Pemilu 2024	https://www.youtube.com/watch?v=FIiEnMGpBM0	Kampanye Sudah Berjalan, Waspada Hoaks Jelang Pemilu 2024 | AKIS tvOne
12	https://www.youtube.com/shorts/OjXXVYsPFK0	Politisasi Bansos Jelang Pemilu 2024	https://www.youtube.com/watch?v=Rxkohm1yuBY	Anies Baswedan Kampanye di Batam | AKIS tvOne
13	https://www.youtube.com/watch?v=0YlR1q4JBJs	Orasi Anies Baswedan di Kampanye Pamungkas Pemilu 2024	https://www.youtube.com/watch?v=Rxkohm1yuBY	Anies Baswedan Kampanye di Batam | AKIS tvOne

Source: Primary research data, 2023-2024

Various issues ahead of the 2024 election campaign

Metro TV

Metro TV covered a campaign broadcast report highlighting significant issues that the public should be aware of. One of the key topics was the Financial Transaction Reporting and Analysis Center (PPATK) revealing suspicious transactions linked to illegal mining and other environmental crimes, which were allegedly used to fund the 2024 election campaign. In response to these findings, Metro TV sought confirmation from the winning teams of the three presidential and vicepresidential candidates.

In an interview with the TKN Anies-Imin team, they strongly advocated for legal action regarding the issue. Presidential candidate Anies Baswedan called for a thorough investigation into the suspicious transactions in the 2024 election campaign funds, as identified by PPATK. Anies emphasized that while democracy comes with costs, these funds must originate from legitimate sources and methods. He urged the KPU to take decisive action and follow up on the findings, stressing the importance of preventing unhealthy practices that could harm democracy. Anies also highlighted the need for a strong stance from both the KPU and law enforcement agencies.

In an interview with the Ganjar team, they responded to PPATK's suspicions by stating that all election processes must be legal and accountable. Similarly, Imanuelle Ebenezer, head of the Prabowo winning party, urged that all issues be reported. Prabowo clarified that he does not want to accept donations from illicit sources, such as online gambling, drugs, or illegal mining.

The suspicious transactions in question reportedly involve thousands of individuals and political parties. The head of PPATK mentioned that the number of suspicious transactions had surged by over 100% as the election approached, amounting to trillions of rupiah. Interestingly, the special election campaign accounts showed little movement, while the increase was seen in accounts outside of the official campaign fund accounts.

The Head of PPATK further explained to the media that the RKDK account was stagnant, raising questions about the source of campaign funding. He pointed out the potential for illegal sources to contribute.

MetroTV reported that the race for votes in the 2024 election had officially begun. From November 28, 2023, to February 10, 2024, election participants are encouraged to campaign by promoting their ideas and commitments to the public. Over the next 75 days, they will have the opportunity to gain voter sympathy within the boundaries of election regulations.

In their coverage, MetroTV explored whether the presidential and vice-presidential candidates excel at presenting solid ideas or simply rely on gimmicks. The public is left to consider whether they will be easily swayed by superficial tactics or substantive proposals.

Metro TV also highlighted various campaign activities of the candidates. Candidate pair number 2 appeared relaxed at the start of the campaign, with the coverage suggesting they were relying on President Jokowi's popularity. In contrast, Metro TV framed Anies as addressing the issue of justice, specifically mentioning the transformation of Tanah Merah, which Anies highlighted as a previously marginalized area now receiving equal facilities. Meanwhile, Ganjar’s campaign focused on justice and equality, with his initiative for one health center per village to ensure a healthier Indonesia.

Metro TV also allocated time to cover the Vice Presidential candidates. Muhaimin emphasized that during his leadership, he would prioritize women, especially poor pregnant women, with the theme "Women are the pillars of the family economy." He stated that the state must care for these women to ensure

Indonesia's rapid progress. In contrast, Gibran's coverage noted that he would be taking a week off from campaigning to focus on the Solo Safari and the U-17 World Cup final. Gibran, also the Mayor of Solo, participated in the ASN neutrality pledge in Solo for the 2024 election. Meanwhile, Mahfud MD attended campaign events in Sabang, Aceh, aiming to reach all regions. He mentioned the heroic figures from Aceh and urged the younger generation to remain optimistic about Indonesia's rich natural resources.

Metro TV reported on Anies' activities during his visit to Desak Anies, where he shared that he faced obstacles with permits, initially scheduled at the Pagaruyung Palace but later moved to the Cindo Mata Palace. Anies expressed his commitment to continue engaging with the youth and the community to discuss his vision for change. During his campaign, Anies highlighted the struggles of households dealing with the rising cost of living, emphasizing how difficult it is for housewives to manage daily expenses. He also addressed the challenges faced by young people struggling to find jobs and children who want to continue their education but lack financial resources.

Additionally, Metro TV covered statements from former TNI Commander General Retired Gatot Nurmantyo, who alleged election fraud by President Joko Widodo. Gatot further implicated the government and state apparatus in what he described as fraudulent actions that harmed the Anies-Muhaimin candidate pair.

On the other hand, the Prabowo-Gibran winning team expressed concern about the presence of an Election Violation Post at the Coordinating Ministry for Political, Legal, and Security Affairs, viewing it as a potential violation by candidate pair number 3. In response, Mahfud MD clarified that the Election Violation Complaint Post, known as the Election Desk, has been in existence since 2014 and is not part of the election organizers. Its role is to record allegations of election violations and forward them to the KPU. The desk includes representatives from 19 Ministries and Institutions, including the KPU and Bawaslu. Prabowo's TKN highlighted 16 cases of alleged election fraud, one of which involved the possibility of using the Election Violation Complaint Post at the Coordinating Ministry for Political, Legal, and Security Affairs, which they claimed could lead to structured, systematic, and massive abuse of power.

TVOne

In contrast to Metro TV, TVOne's framing highlighted the KPU's hope that the election would proceed smoothly, peacefully, and without fraud. It also addressed the issue of pressure and threats, noting that certain candidate pairs were facing pressure from those in power. This was further emphasized by the Secretary General of PDI-P, who revealed that figures such as Yunarto Wijaya, Ulin, and Adian had reported signs of pressure. On the other hand, Gibran mentioned that his party had also faced intimidation from volunteers, but they chose to remain silent and handle the situation calmly.

Additionally, political observer Titi Anggraeni raised concerns beyond the presidential race, noting the intense competition in the legislative elections as political parties continue to grow. She warned of potential issues such as vote-buying, the spread of hoaxes, and the politicization of ethnicity, religion, race, and identity, particularly through social media. With 18 parties involved, the competition is becoming more crowded and intense, with the power struggle heightened in a short 75-day campaign period.

State events and election participants, including office resources, finances, authority, and potential abuse of power, are crucial concerns. A precedent has been set with the collection of village heads, as law enforcement has not been effectively implemented. This

issue could escalate further if state civil servants and village officials become politicized.

The 2024 election is likely to be more complex due to all three groups having access to power, raising concerns that they may attempt to exploit this power. However, there is also a potential for mutual oversight, as rivals will likely call out any misuse of power. As the 2024 elections approach, ensuring the neutrality of state apparatus is vital. There is a risk of fraud involving state officials, the police, the military, and acting regional leaders. While there is a possibility that these groups will hold each other accountable, the potential for fraud remains a significant concern, especially as several parties have reported facing pressure and intimidation. The question remains: Can the 2024 election be conducted honestly, fairly, and peacefully?

The flow of solutions offered in order to respond to the 2024 Election campaign issues.

Metro TV

Metro TV, a news station connected to the Nasdem political party, highlighted that during the 75-day campaign period, each candidate pair should focus on promoting their ideas and commitments to win voter support, boost voter participation, and enhance the public's role in shaping the nation's future.

The station also reported on the official signing of the 2024 peaceful election campaign declaration, which took place before the campaign period began on November 28, 2023. This declaration included three key commitments from the election participants: 1) Ensuring a free and fair election, 2) Conducting safe, orderly, secure, and integrity-based elections, free from hoaxes, SARA politicization, and money politics, and 3) Committing to follow the law throughout the election process. All participants expressed their hope that the election would proceed safely, peacefully, and in compliance with the law.

The coverage of the declaration also featured statements from each candidate pair. Anies emphasized that this event was not just about signing, but about adhering to the provisions of the law, particularly Law No. 7 of 2017. He expressed his commitment to implementing these laws and urged everyone to safeguard every vote, as votes represent the people, not political parties.

Prabowo's statement focused on the idea that true democracy is represented by a clean and transparent election. He emphasized that his party seeks to ensure the people's voices are heard, that those voices determine the outcome, and that they ultimately prevail.

Ganjar stated that his party has strong faith in the election organizers and apparatus, trusting that they will carry out their duties seriously. He also expressed appreciation for the commitment made, noting that the next step is to ensure the full implementation of the signed commitments.

MetroTV also highlighted a statement from the Bawaslu Chairman, who urged all election participants to avoid spreading hoaxes or engaging in SARA (ethnic, religious, racial, and inter-group) politicization. Rahmad Bagjad stressed that participants must adhere to the commitments made by Bawaslu, the Attorney General, the TNI, and the Police, and follow the principles outlined in the inscription. He warned that any officials who violate neutrality would face legal consequences. In its coverage, MetroTV also mentioned the signing of several commitments, including the neutrality of the TNI, Polri, and law enforcement, encouraging all election participants to compete in a fair and healthy manner, showcasing their strengths.

In response to the issue of suspected illegal funds, all parties expressed support for further investigation. Anies' team emphasized the importance of pursuing legal action if evidence is present, stating that the matter should be handled through proper legal channels. Similarly, Ganjar's team stressed the need for transparency and accountability,

warning that unresolved legal issues could pose serious risks. They also highlighted the role of PPATK in monitoring such cases. Prabowo's team echoed these sentiments, encouraging reports if evidence exists. They reiterated Prabowo's stance against accepting donations linked to illicit activities, such as online gambling, drug trafficking, or illegal mining.

TVOne

TVOne framed its coverage around the declaration of election participants, showcasing statements from key candidates. Anies highlighted the importance of safeguarding every vote, emphasizing that votes are not just for parties but represent the rights of every citizen to shape the nation's direction. He stressed the need to uphold integrity in elections, stating that the ultimate goal is to establish a government that is authoritative, legitimate, and respected both domestically and internationally, achieved through a fair, honest, and integrity-driven election process.

Prabowo's statement focused on his confidence in Bawaslu and other election organizers to conduct clean, honest, and fraud-free elections. He affirmed that democracy is the best political system for ensuring a modern nation, with elections serving as its embodiment. He emphasized the public's demand for clean, transparent, and fraud-free elections.

Ganjar underlined the significance of the commitment expressed through the signed declaration, emphasizing that it represents sincerity in thought, heart, and action. He expressed confidence that election organizers would carry out their responsibilities seriously and called for the full implementation of the signed commitment.

The declaration of a peaceful campaign for the 2024 Election emphasized that a peaceful process is possible only if all competing parties feel they are treated fairly. The ultimate aim of such a campaign is to ensure honest voting, allowing the elected president and vice president to gain legitimacy from all stakeholders.

The political momentum during the campaign season is intensifying.

The official period for garnering votes in the 2024 election spans from November 28, 2023, to February 10, 2024. During these 75 days, election participants have the opportunity to present their ideas and commitments to the public, adhering to election regulations.

Prabowo's campaign agenda includes internal activities, such as providing donations to Palestine. Meanwhile, Ganjar plans to engage with the Archbishop, local residents, and influencers to gather input from young people. His campaign will focus on Eastern Indonesia, while Mahfud will concentrate on Western Indonesia, with both meeting in Central Indonesia to consolidate efforts**.**

A Political Communication Expert from Airlangga University noted that the public currently perceives more focus on gimmicks than on substantive issues, with candidates relying heavily on appealing but superficial approaches. For example, attention has been drawn to Anies' cat, Gemoy, and Ganjar's son, rather than their vision and mission. So far, Pair 1 emphasizes change, Pair 2 focuses on continuity, and Pair 3 lacks clear positioning, making their campaign direction appear uncertain. Economic and health-related messaging also remains unremarkable.

The expert highlighted that campaign communication strategies must align the message, tagline, and gimmick in a cohesive, measurable, and actionable manner. Unfortunately, this connection is still unclear. Campus dialogues have been relatively ordinary, failing to stand out. For those challenging incumbents, articulating meaningful change is crucial, but dismantling established systems poses significant challenges. Ganjar, for instance, faces difficulties in opposing the status quo since his

running mate, Mahfud, is the current Minister of Law and Human Rights. Ultimately, the strength of each candidate's discourse will determine their impact.

Political communication experts revealed that 62.5% of potential voters prefer face-to-face interactions with candidates. Campaign themes should be clear and easily understood, and candidates must be represented by competent individuals. Political machinery, such as campaign teams, needs to operate on a large scale.

Metro TV highlighted the campaign activities of Vice Presidential Candidate Number 1, Muhaimin Iskandar, who visited a prominent senior Kiai in East Java. Vice Presidential Candidate Number 2, Gibran Rakabuming Raka, planned impromptu visits to distribute milk at local markets. Meanwhile, Mahfud MD conducted a pilgrimage to Situbondo.

Additionally, the media reported that supporters of Candidate Pair Number 1, Anies Baswedan and Muhaimin Iskandar, continued to gather at the Jakarta International Stadium (JIS). Despite not being able to enter the stands, they were eager to witness the grand campaign live on February 10, 2024. Anies described the event as the culmination of a year-long struggle and called February 14 a celebration of Indonesia's day of change. He urged his supporters to remain vigilant, committed, and wholehearted in their efforts, emphasizing that meaningful change requires persistent and dedicated action.

Anies has plans to visit Mahligai in Baros for a pilgrimage and to hold a grand tabligh in Central Tapanuli. This visit aims to share ideas, gather public aspirations, and honor his predecessors who played a role in making the archipelago known globally. Baros, once a significant route and now a historical reference, holds importance as a world record site.

Meanwhile, Campaign Activity Number 2 featured a grand event that included not only SBY and senior Democratic Party officials but also Presidential Candidate Number 2, Prabowo Subianto, alongside the regional victory team (TKD), Khofifah Indar Parawansa, and Emil Dardak—the current Governor and Deputy Governor of East Java, who are supporting Candidate Number 2. The TKN Prabowo-Gibran emphasized maintaining a campaign atmosphere free of hostility or hateful comments, aiming for a polite, cheerful, and positive 2024 election.

Ganjar's campaign activities included staying overnight at residents' homes and starting the day with morning runs, where he was warmly welcomed by enthusiastic residents. Many volunteers invited him and expressed their eagerness to meet him. Ganjar mentioned that his friends from Central Java were asking when he would visit, and he stated that his next agenda includes visits to various other regions. According to TKN Ganjar, this symbolizes a shift away from focusing solely on Java, with efforts now extending to other regions. They emphasized that young people are not just voters but active participants whose ideas need to be heard and considered. Ganjar and Mahfud frequently visit campuses and places where young people gather to engage in discussions and exchange ideas.

During the final campaign event in Solo, some supporters of Ganjar and Mahfud chanted the slogan *"Solo is not Gibran"* at the grand *Hajatan Rakyat* event. The slogan was a point of contention, but no party could prohibit it from being shouted.

TVOne

On TVOne, Anies was featured attending the MU Perubahan National Working Meeting, which supported his and Cak Imin's candidacy. Anies emphasized that real change is not just about changing names but transforming economic conditions, including expanding job opportunities through policy reforms. During his campaign, Prabowo expressed confidence that all election organizers would fulfill their responsibilities to ensure clean, fair, and fraud-

free elections. Meanwhile, Ganjar was reported visiting the home of the late Hugeng's wife, known for her husband's honesty and integrity as a police officer. Ganjar shared that the visit focused on discussions about children, mothers, and offering prayers for strength and health to carry out their challenging mandate. Pak Hugeng's children also shared insights on upholding integrity.

The findings indicate that the campaign period coverage by Metro TV and TVOne aligns with the explanation by Rosenberry & Vicker, 2017 (2017). They noted that the media deliberately emphasizes certain topics, encouraging public discussion and shaping opinions on newsworthy issues. As one of the most significant democratic events, the campaign phase naturally becomes a key focus for mass media in Indonesia, including specialized news outlets like Metro TV and TVOne.

The data reveals that Metro TV and TVOne also highlight the involvement of political figures and elites in the five-year democratic contest. This presence introduces dual perspectives in news content. Nimmo and Geyer (2017) suggests that political actors often integrate and overlap various communication channels. Regarding the coverage of the 2024 Election Campaign, political actors work to reinforce their candidate's position, though the information presented occasionally conflicts with actual events.

The campaign coverage by Metro TV and TVOne also supports Smith and Lasswell's (2015) theory, which identifies three primary functions of mass media: monitoring the environment, connecting different societal segments, and transmitting cultural values and heritage. Additionally, some campaign reports serve as entertainment, as noted by Hsia (2015). Ultimately, the political news coverage reflects what Wadud (2021) identified as another media function: mobilization, especially in political propaganda. This is evident in issues raised by political actors, such as the transparency of campaign funds, a topic frequently highlighted by the Indonesian mass media.

CONCLUSION

From the analysis of news framing during the 2024 Election campaign, several conclusions can be drawn: Both Metro TV and TVOne highlight various issues related to the election during the campaign period. However, their focus differs. Metro TV places greater emphasis on issues such as suspicions of illegal funds entering accounts unregistered with the PPATK. In contrast, TVOne focuses on the potential for electoral fraud, particularly due to the majority of current election participants being closely tied to those in power.

In terms of solutions, both Metro TV and TVOne aligned their agenda-setting efforts with the declarations of peaceful, honest, and LUBER elections organized by the KPU and Bawaslu. Both stations provided equal coverage to all candidates in expressing their aspirations for the 2024 Election campaign.

Regarding policy, Metro TV showed differences in its approach to campaign agenda-setting for each candidate. The station allocated more extensive and positive coverage to the Anies-Imin pair, while its reporting on the Prabowo-Gibran pair appeared more critical. In contrast, TVOne maintained a relatively balanced approach, offering equal coverage and neutral narratives for all candidate pairs.

REFERENCE

Aminudin, M. A. V., Pratiwi, M. A., & Cahyowirawan, A. M. D. (2023). Dinamisasi Politik Identitas di Indonesia (Studi Kasus: Mobilisasi Gerakan 212 Pada Pilkada DKI 2017). *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, *1*(5).

Aryadi, (2014). Framing Analysis In Media Television News MetroTVOne Related Arrest by the Chairman MK Akil Mocktar Commission Case of

Corruption. *THE MESSENGER*. *4*(2). Juli.

Baran, S. J., & Davis, D. K. (2016). Mass Communication Theory. USA: Wadsworth.

Baumgartner, F. R. (2016). John Kingdon and the evolutionary approach to public policy and agenda setting. In D. P. Jones (Ed.), *Handbook of public policy agenda setting* (pp. 53–66). Edward Elgar Publishing.

Bocher, M. (2016). The Role of Policy Entrepreneurs in Regional Governance Processes. New Models of Governance in the Public Sector–Politics and..

Bungin, B., Syarif, N., Teguh, M., & Rossafine, T. D. (2019). Citra aktor politik Pilkada Gubernur dan Wakil Gubernur Provinsi Maluku Utara tahun 2018. *LUGAS: Jurnal Komunikasi, 3*(1), 1–13

Coleman, S., & Ross, K. (2015). *The media and the public: "Them" and "us" in media discourse.* John Wiley & Sons.

Entman, R. M. (2009). *Projections of power: Framing news, public opinion, and US foreign policy*. University of Chicago Press.

Eriyanto, (2002). *Analisis Framing: Konstruksi, Ideologi dan Politik Media*.Yogyakarta: Penerbit LkiS

F. P. Purwandini. (2017). Analisis Isi Opini Publik Tentang Kebijakan Pemerintah Analysis Of Public Opinion Content Towards The Central Government Policy In Social , Economic And Cultural Sector. *J. KOMUNIKASI, MEDIA DAN Inform. 6*(1). 65–74.

Griffin, E. A. (2003). *A First Look At Communication Theory.* Mcgraw-Hill Higher Education.

Hansen, A. (2015). Communication, media and the social construction of the environment. In *The Routledge handbook of environment and communication* (pp. 46-58). Routledge.

Hsia, H. J. (2015). *Mass communications research methods: A step-by-step approach*. Routledge.

Ilhami, F., Santosa, H. P., & Setiabudi, D. (2014). Pengaruh terpaan pemberitaan politik di media online dan terpaan pesan iklan kampanye politik di media televisi terhadap elektabilitas partai hanura. *Interaksi Online*, *2*(2).

Iyengar, S. (2017). A typology of media effects. In K. Kenski & K. H. Jamieson (Eds.), *The Oxford handbook of political communication* (pp. 59–68). Oxford University Press..

M. A. Sofyan, P. Laksono, & M. Chabibi. (2020). Strategi Komunikasi Politik Ulama Nahdlatul Wathan Pancor Dalam Membentuk Opini Publik Pada Pemilihan Umum Presiden Tahun 2019," *J. Al-Tsiqoh (Dakwah dan Ekon.*, 5. (2). 57–73.

McCombs, M., & Shaw, D. L. (2005). The agenda-setting function of the press. *The Press. Oxford, England: Oxford University Press Inc*, 156-168.

Nimmo, D., & Geyer, G. A. (2017). *Newsgathering in Washington: A study in political communication*. Routledge.

Poti, J. (2020). Ekonomi politik, media dan ruang publik. *Semiotika: Jurnal Komunikasi*, *13*(2).

Peter L. Berger. (1990). *Tafsir Sosial atas Kenyataan: Risalah tentang Sosiologi Pengetahuan* (diterjemahkan dari buku asli The Social Construction of Reality oleh Hasan Basari). Jakarta : LP3ES

Rani, M. (2014). Peran lembaga penyiaran televisi dalam kampanye pemilihan umum presiden dan wakil presiden. *Jurnal Selat*, *1*(2), 92-100.

Rosenberry, J., & Vicker, L. A. (2017). *Applied mass communication theory: A guide for media practitioners.* Routledge.

Severin, W. J., & Tankard, J. W. (2001). *Communication theories: Origins, methods, and uses in the mass media* (pp. 115-117). New York: Longman.

Smith, B. L., & Lasswell, H. D. (2015). *Propaganda, communication, and public opinion* (Vol. 2314). Princeton University Press.

Putri, V. K. M. (2021). Teori agenda setting dalam komunikasi massa. *Kompas.com*. https://www.kompas.com/skola/read/2021/12/14/100000469/teori-agenda-setting-dalamkomunikasi massa?page=all (accessed Dec. 14, 2021).

Wadud, M. (2021). Book review: *McQuail's media & mass communication theory*.

Walgrafe, S & P. V. Aelst. (2006). *The Contingency of The Mass Media's Political Agenda Setting Power: Toward a Preliminary Theory*. Belgia : University of Antwerp.

Weaver, D. H., & Choi, J. (2017). The media agenda. In K. Kenski & K. H. Jamieson (Eds.), *The Oxford handbook of political communication* (p. 359). Oxford University Press.

Ytreberg, E. (2002). Erving Goffman as a theorist of the mass media. *Critical Studies in Media Communication*, *19*(4), 481-497.