

Implementation of Agenda Setting Theory by Radio Republic of Indonesia Denpasar As A Media for Political Literacy

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ARTICLE INFO

DOI: 10.38043/commusty.v2i2.4982

Article history:

Received 2023-05-11

Revised 2023-06-01

Accepted 2023-08-23

Keywords:

Information Technology;

Agenda Setting Theory;

Political Literacy Media;

ABSTRACT

The development of information technology is now increasingly making it easier for people to receive information, because all the current news with technological advances, the media now provides easy access for its audience. Advances in information technology have had an impact on the mass media in presenting information, one of the mass media which has also experienced developments in presenting information to the public, namely radio. The purpose of this research is to find out the implementation of agenda theory by Radio Republik Indonesia Denpasar as a medium for political literacy. In this study using a qualitative descriptive research approach to the type of descriptive descriptive research. The data analysis techniques used in this study were data collection, data reduction, data presentation, and drawing conclusions. The result of this research is that in implementing the agenda setting theory, Radio Republik Indonesia Denpasar has fulfilled its role as a political literacy media that provides education and knowledge to its listeners. However, this has not run optimally, due to the limitations of Radio Republik Indonesia Denpasar in reporting on political issues, so it is a challenge for Radio Republik Indonesia Denpasar to be able to package political information that is controversial in nature so as not to lead public opinion and genuinely educate listeners.

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1. Introduction

Mass media as a communication medium that sends messages or information en masse to the public, is currently an important means of distributing information in human life, because today's society is always curious about sharing information held by the media (Siswoyo, 2020). Radio is one of the electronic mass media that has been known to the public for a long time. Pratama (2012) stated that from the colonial era to the current era of technological sophistication, the presence and role of radio has contributed to the development of mass media. Radio, as a sound-based electronic media, has different formats in presenting news. News broadcast on radio is usually packaged clearly, concisely and accurately, and utilizes the imagination of the listener.

Agenda setting theory is usually used by the media to achieve media goals in suppressing a phenomenon in society, one phenomenon that often uses agenda setting is reporting on political activities. Political activities carried out by political actors in conveying political messages are a form of political communication. The media as media involved in political communication certainly plays its role in providing education in political socialization. The socialization provided aims to introduce the public to a value or political culture in society.

Public Broadcasting Institution (LPP) Radio Republik Indonesia (RRI) Denpasar as mass media has a role as a medium for public education and literacy through broadcast programs. Considering that the public's knowledge of political phenomena or issues is not evenly distributed, Radio Republik Indonesia Denpasar can play its role as a media facilitator in providing political outreach. Through broadcast programs, both news broadcasts and interactive dialogue involving competent and professional resource persons. The large number of listeners to its broadcast programs has made Radio Republik Indonesia Denpasar a forum for providing education, literacy and political outreach to the public. Apart from that, through Law Number 40 of 1999 concerning the press, Radio Republik Indonesia as an information medium can carry out its function as a ruler of power. in a democratic system. This is because political and democratic maturation needs to be implemented well, so that providing information and literacy to the community, especially in the political field, can be carried out properly (LPP RRI. 2020).

COVERAGE AREA DAN JUMLAH PENDENGAR
LPP RRI DENPASAR TAHUN 2022

PROGRAMA	COVERAGE	JUMLAH	JUMLAH	KETERANGAN
1	Kota Denpasar	5.742	2.309	Data diambil dari Twitter, Instagram, Whatsapp, Telepon, Facebook, Youtube RRI Denpasar, dan kunjungan client /Narasumber
	Kab. Badung	4.450		
	Kab. Gianyar	4.426		
	Kab. Klungkung	4.407		
	Kab. Karangasem	3.466		
	Kab. Buleleng	3.045		
	Kab. Tabanan	2.104		
	Kab. Bangli	3.505		
Kab. Jembrana	1.163			
2	Kota Denpasar	4.203	1.905	Data diambil dari Twitter, Instagram, Whatsapp, Telepon, Facebook, Youtube RRI Denpasar, dan kunjungan client /Narasumber
	Kab. Badung	3.133		
	Kab. Gianyar	3.154		
	Kab. Klungkung	3.163		
	Kab. Karangasem	476		
	Kab. Buleleng	545		
	Kab. Tabanan	2.460		
	Kab. Bangli	1.110		
Kab. Jembrana	475			
4	Kota Denpasar	5.105	2.406	Data diambil dari Twitter, Instagram, Whatsapp, Telepon, Facebook, Youtube RRI Denpasar, dan kunjungan client /Narasumber
	Kab. Badung	4.030		
	Kab. Gianyar	4.220		
	Kab. Klungkung	4.750		
	Kab. Karangasem	3.027		
	Kab. Buleleng	2.750		
	Kab. Tabanan	3.120		
	Kab. Bangli	3.005		
Kab. Jembrana	335			

Figure 1. Radio Republik Indonesia Denpasar listener data as of September 2022 (Source: RRI Denpasar archive document)

Considering that politics is often seen as negative, and the nature of Radio Republik Indonesia Denpasar as an independent broadcasting institution means that its reporting must be neutral and impartial, so that it does not involve controversial issues related to politics and is more focused on providing political news that can educate its audience. . Through broadcast programs, political outreach can be inserted according to the characteristics of broadcast programs. So that listeners not only get information and entertainment but also get political education by listening to Radio Republik Indonesia Denpasar broadcasts.

Mass media as a public information medium has a role in educating the public in providing political knowledge and literacy through the messages sent (Gofur & Sunarso. 2020). As a media for political literacy, Radio Republik Indonesia Denpasar's reporting process certainly needs to be designed and packaged well in order to provide quality, balanced, factual and easily accepted information by the public. The news broadcast is not only aimed at providing information, education and entertainment, but also to foster literacy in various fields such as politics. Like its role in educating the nation's life, Radio Republik Indonesia Denpasar must be a medium that provides education and knowledge, especially political literacy, to the public, considering that Radio Republik Indonesia is an independent public broadcasting institution (PPID RRI Denpasar. 2020).

Based on this, this research examines the application of agenda setting by Radio Republik Indonesia Denpasar as a medium for political literacy in providing political education and awareness

to the public through its broadcast programs. This research uses agenda setting theory to find out how Radio Republik Indonesia Denpasar broadcasts as a political literacy media transfer political information from a news item on the media agenda into the public agenda on broadcast programs.

2. Method

In this research, a qualitative descriptive research method was used, where the researcher attempted the role of Radio Republik Indonesia Denpasar, by interpreting and adapting it to existing data. Researchers will examine the application of agenda setting theory by Radio Republik Indonesia Denpasar as a medium for political literacy in every broadcast program. Using descriptive methods is research that aims to describe, describe, or explain the condition of the object being studied according to the conditions being studied, according to the situation and conditions of the research (Ibrahim, 2015).

This research is also supported by interpretive descriptive research. Interpretative descriptive research is research that discusses a problem through descriptions that aim to describe the impressions or views contained in the research object. This research will describe the dynamics of political communication found in Radio Republik Indonesia Denpasar news broadcasts.

Data collection techniques in this research are observation, interviews and documentation, while data analysis in this research includes data collection, data reduction, data display or presentation and drawing conclusions. The data used in this research comes from two types, namely quantitative data and qualitative data.

3. Results and Discussion

The research was carried out on several informants from Radio Republik Indonesia Denpasar, researchers directly observed the process and reporting activities carried out from that place by collecting primary and secondary data. Primary data was obtained by researchers through interviews with the Head of news, sub-coordinator for news development, and reporters, as well as sources on Radio Republik Indonesia Denpasar broadcasts, academics and listeners of Radio Republik Indonesia Denpasar. Meanwhile, secondary data, researchers obtained from a collection of documents related to the implementation of agenda setting theory from Radio Republik Indonesia as a political education medium.

Based on the results of interviews and observations that researchers have conducted with informants, the results obtained are that as a media for political literacy, the big influence created by the implementation of agenda setting cannot be separated from the issue selection process and issue emphasis by the media, Radio Republik Indonesia Denpasar in the editorial process of course also participates carry out a selection of existing issues, this is related to the selection of facts. Radio Republik Indonesia will choose the aspects to be selected which will then be broadcast. In this process, several news contents are entered and released. Not all parts of the news will be displayed, especially in presenting political information. Radio Republik Indonesia, with its independent nature, must of course select issues carefully so that there is no bias in opinion on certain political issues. Apart from that, Radio Republik Indonesia emphasizes issues by utilizing news script editing. Issue emphasis usually focuses on how the issue is narrated in order to influence listeners.

Radio Republik Indonesia in an effort to provide political literacy to its listeners who are Balinese people, Radio Republik Indonesia Denpasar must present actual news sourced from trusted sources, in political reporting, Radio Republik Indonesia Denpasar must be careful, not only in terms of packaging and the content of the news, but also who is the source of information.

As a provider of information, mass media also plays an important role in connecting the public with policy makers. This statement was also supported by one of the informants, Ni Putu Widhyawaty, SP., MP, who stated that agenda setting must be applied in the planning process to news broadcasts, with the aim of carrying out tasks in determining sources, gathering information, preparing scripts and producing recordings. news can run in a structured manner and the information presented is accurate and does not give rise to misunderstandings.

Implementation of Agenda Setting by Radio Republik Indonesia Denpasar

The initial study of agenda setting only tested the relationship between the media agenda and the public agenda, based on the issues highlighted by the media and the issues highlighted by the audience. Agenda setting itself cannot be separated from the existence of gatekeepers such as the editing process, editorial staff, and sometimes journalists themselves who determine what will be reported and what should be hidden. The public has the right to know and receive information, and the media has an interest in packaging and distributing information to the public if this is important. So that audiences not only receive information and learn about societal issues and other matters through the media, audiences also learn about the extent of the importance of an issue or topic from confirmations broadcast by the mass media.

Agenda setting also has the function of providing a cognitive impact on the audience through mass media. The media is able to structure the dissemination of information to the public and attract attention to a particular phenomenon.

Agenda setting theory is the media agenda and the public agenda is considered to be related to public trust (Juliasmara, Sudaryanto & Ayodya. 2018). This is because what the media presents is called the media agenda which influences the agenda of society or the public who receive the information

As a media for political literacy, the big influence created by the implementation of agenda setting cannot be separated from the issue selection process and issue emphasis by the media. Radio Republik Indonesia Denpasar in the editorial process of course also carries out the selection of existing issues, this is related to the selection of facts. Radio Republik Indonesia will choose the aspects to be selected which will then be broadcast. In this process, several news contents are entered and released. Not all parts of the news will be displayed, especially in presenting political information.

Wright in (Nationalita, 2013) explains that the mass media has the ability to direct issues or phenomena to be accepted by the public and accepted as an important issue, or what is often called agenda setting. Radio Republik Indonesia Denpasar as an electronic mass media, in providing information cannot be separated from the implementation of agenda setting which includes the media agenda and the public agenda.

This statement was supported by one of the informants, Dr. Gede Suardana S.Pd., M.Sc. (Communication Science Academic) who stated that agenda setting can influence society by focusing on one issue that is raised and emphasized to the public, so that the public has awareness and knowledge of certain issues, which in this case also include political phenomena in society. Of course, its independent nature means that Radio Republik Indonesia Denpasar has to select or filter issues carefully so that there is no bias of opinion in political reporting. Apart from that, Radio Republik Indonesia emphasizes issues by utilizing news script editing, usually focusing on how the issue is narrated in order to influence listeners.

Ni Putu Widhyawaty, SP., MP (Sub Coordinator for Reporting of Radio Republik Indonesia Denpasar) stated that agenda setting must be applied in the planning process to news broadcasts, with the aim that the execution of tasks up to the evaluation stage of reporters in producing news can proceed in a structured manner. and the information presented is accurate and does not give rise to misunderstandings, and is in accordance with the specified target segment.

Radio Republik Indonesia Denpasar can set the public agenda on certain issues that are considered to have a big influence through the implementation of agenda setting which is carried out routinely every day.

A. Public Agenda

The public agenda is a set of topics or issues that are considered important by the public as prominent issues. Mass media is the center for determining truth by using the ability of mass media to transfer two elements, namely awareness and information to the public through reporting (Juliasmara, Sudaryanto & Ayodya. 2018).

In line with the main task of Radio Republik Indonesia, through its radio broadcasts which reach all regions in Indonesia to provide information, education, entertainment, social control and social glue services for the benefit of all levels of society. The development of technology means that Radio Republik Indonesia is required to provide information that is fast, accurate, transparent and accountable and in accordance with journalistic rules and codes of ethics.

Haryanto in (Juliasmara, Sudaryant & Ayodya. 2018) said that the public agenda is a set of topics or issues that are considered important by the public as prominent issues. The mass media is the center for determining truth by using the mass media's ability to transfer two elements, namely awareness and information to the public through reporting. In an effort to provide political literacy to the public, Radio Republik Indonesia Denpasar also adopts a public agenda in its reporting process. The public agenda is implemented because the media sees several phenomena that occur in the public that can influence the media agenda and the media reporting process, apart from that it is also driven by the development of information technology which makes it easier for the public to find the information they want, making the public agenda now also have a fairly dominant portion in the news. media including Radio Republik Indonesia Denpasar.

As a public broadcasting institution that provides information needed by the public, Radio Republik Indonesia is tasked not only with presenting information, but also conveying government policies which must be conveyed to the public, so that agenda setting is implemented so that the information conveyed can be well received so that can broaden people's insight, including political issues. Apart from that, agenda setting is carried out in order to find out to what extent the public's attention can be directed by the media, this makes implementing agenda setting in a media something that must be done before the news production process is carried out.

The above statement is also supported by Wahono, S.IP (Republic of Indonesia Denpasar Radio News Coordinator) who is the News Coordinator of Republic of Indonesia Denpasar Radio. Wahono said agenda setting is something that must be done before carrying out a journalistic process. Apart from determining the right main topic, agenda setting can help see where the public's attention is directed, so that raising political issues can fulfill the public's need for information and become a hot topic of conversation in society and among the stakeholders themselves.

The media has a role in providing political information that influences people's political attitudes and who they will support. The media is a source of information related to political and social issues from different perspectives. Community ability in media literacy is an important asset that must be possessed. The ability to access information through the media, analyze and evaluate messages sent by the media as well as the ability to reflect and take action based on information obtained by the media is the scope of media literacy. Public media literacy will prevent the public from being manipulated by misleading media.

B. Media Agenda

The media agenda is a collection of topics or issues covered by media such as television, radio and newspapers. The media agenda not only influences opinions, but also the behavior of audiences who receive information.

According to Ahmad (2015), radio is a medium that has been proven to convey information quickly and accurately, so that the public is starting to look at this media. Radio broadcasts can be said to be effective if listeners are attracted to their attention, understand them, and are moved to carry out the activities desired by the broadcaster.

Radio Republik Indonesia, which is the government's mass media, in providing political information is required to be independent, current, valid and impartial. Although Radio Republik Indonesia in practice is very careful in presenting political information and finds it difficult to raise sensitive and controversial political issues. In the reporting process on Radio Republik Indonesia Denpasar, the media agenda formed by the news team aims to suppress information or news that has been determined through agenda setting.

The determined media agenda not only emphasizes the issues raised, but also the role from the planning stage to the news broadcast process, so that each member can carry out their function in presenting news that educates the public. The media setting agenda appointed by the Radio Republik Indonesia Denpasar news team will determine the task of each reporter to produce a news

script which will then be checked by the editor to ensure suitability both in terms of writing and news quality, which will then be produced into a news report that will be modulated and broadcast by the broadcaster. All of these stages are carried out by people who are competent in producing news that is suitable for presentation to the public.

News Process

In planning news production, Radio Republik Indonesia Denpasar also adopts a public agenda related to the implementation of a media agenda designed to determine the selection of main topics. There are several stages that go through in determining the public agenda that will be raised in the Republic of Indonesia Denpasar radio news. Before it is determined and appointed in the broadcast program, the public agenda in the community will be selected through a review and analysis process by reading several literatures to ensure that the public agenda that is raised is appropriate. and has important value to be published back to the public.

This is in line with the role of Radio Republik Indonesia as a media provider of information and public education. Moreover, in political reporting, raising the public agenda is carried out carefully and in a balanced manner so that the issues raised can be developed and are useful for educating the public. Determining the main topic in agenda setting also regulates the distribution of reporting tasks and determining sources or informants in the information gathering process.

Reporting and determining news angles in the reporting process are also carried out by reporters in order to provide political literacy that suits the segmentation of their audience. Even though there are many public agendas in society, especially before an election, many political issues will usually emerge which can be used to educate listeners about political problems or issues that society needs to understand. News packaging is important in efforts to provide political education to the public, this is encouraged by radio broadcasts that use sound and there are no repetitions of broadcasts, making both reporters and editors of Radio Republik Indonesia Denpasar must be able to present information that is easy for listeners to understand and understand.

Public Perception of Radio Republik Indonesia as a Political Literacy Media

Media as a means of providing information cannot be separated from its role in providing political education to increase people's political literacy. Political literacy is a practical understanding of concepts taken in everyday life and language.

Literacy is an effort to understand political issues, knowledge, skills and attitudes (Heryanto, 2019; 485). People's political literacy skills are the basic capital in participating in general elections, how people's attitudes and views will have an impact on people's behavior in responding to a country's government system.

Sufficient literacy will enable people to provide rational reasons in determining who to vote for and what their opinion is on current political issues. So, it can be concluded that political literacy media is the media's ability to provide information related to political issues, which aims to raise people's political awareness, as well as providing political education and knowledge so that people's participation in political activities can increase. Good political literacy will make people participate actively and effectively in political activities as citizens.

Denver & Hands in (Ridha & Riwanda. 2020; 111) political literacy is knowledge and understanding of political processes and political issues that enable people to carry out their roles actively and effectively as citizens. Radio Republik Indonesia Denpasar's efforts to provide political literacy are also inseparable from political communication.

This makes Radio Republik Indonesia strive to build understanding from downstream to upstream by producing news broadcasts that are correct and accountable to the public and government. Considering that political reporting is also a form of political communication carried out by the mass media as an information channel and institutions or political actors who are communicators in conveying political messages to the public. Political communication on Radio Republik Indonesia broadcasts is not aimed at persuading listeners but at increasing public awareness and understanding of political phenomena and issues

Efforts to form listeners' political understanding and awareness by utilizing the agenda setting of Radio Republik Indonesia Denpasar are not only carried out to emphasize information to

the public, but also the news production process is also a concern to ensure how the news is conveyed. In order to fulfill its role as a media for political literacy, the news that will be broadcast must also be packaged well based on the standards and characteristics of the media owned by Radio Republik Indonesia which tends to use standard, short, concise but clear and easy to understand language for its listeners.

However, in implementing the agenda setting for Radio Republik Indonesia Denpasar, it has not been able to influence the public optimally, the determination of broadcast times is less strategic and the sources in political reporting are considered less diverse and only focus on publishing government activities and policies. Apart from that, if you look at the 3-month period, Radio Republik Indonesia Denpasar only produced 18 political news stories. This shows that in terms of quantity of news, Radio Republik Indonesia Denpasar is still not optimal in presenting political information to its listeners.

4. Conclusion

Radio Republik Indonesia Denpasar as a political literacy media has implemented and implemented agenda setting even though the public agenda has a dominant portion in determining broadcast topics in radio broadcasts, especially in news reports. By implementing agenda setting theory, Radio Republik Indonesia Denpasar has fulfilled its role as a political literacy media that provides education and knowledge to its listeners. However, this has not worked optimally, due to radio limitations Republic of Indonesia Denpasar in reporting political issues, so it is a challenge for Radio Republik Indonesia Denpasar to be able to package controversial political information so as not to lead public opinion and genuinely educate its listeners.

Based on the conclusions above, the suggestion that the author would like is for Radio Republik Indonesia Denpasar to provide education and political literacy to the public, it is hoped that it can create special broadcast programs that discuss political issues and make maximum use of its media platforms to provide educational content and information, so that the information and education provided not only reaches loyal listeners but also the wider community. Apart from that, future researchers hope that this research will be able to become a source of reference and be able to conduct research with more diverse objects so that researchers are not only focused on implementing the theory that has been implemented, but also informing how the reporting process is able to have an impact on political awareness and understanding of the listeners.

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