# Analysis of the Agenda Setting Strategy Applied by Narasi TV's Creative Team towards the 2024 Presidential and Vice-Presidential Election Issue through Musyawarah Program

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## Abstract

Indonesia is carrying out the General Election Agenda for the President and Vice President, which is held every five years, and 2024 is an election year in which the Indonesian people will choose their leader. As a result, it is clear that election coverage dominates program content and news from the mass media, particularly television. Narasi TV also reported on these electoral issues by airing the Musyawarah show, a special program about the 2024 presidential election. Based on this, the study's goals are to evaluate the role of Narasi TV's creative team in shaping the media agenda for the 2024 presidential election, as well as to determine what Narasi TV and the creative team anticipate from the public through the Musyawarah program. The research method used in this article is a qualitative research method, specifically the descriptive-qualitative method, with a focus on data from literature reviews and various references to analyze how the Narasi TV creative team applies the Agenda Setting theory to the issue of the 2024 presidential election through the Musyawarah program. The results showed that Narasi TV's media agenda on the issue of the 2024 presidential election is as follows: the existence of a special program on the issue of the 2024 presidential election, namely the Musyawarah program; and the creative team's media agenda for the Musyawarah program, with an effort to raise issues around the 2024 presidential election that are frequently disregarded or neglected despite being less significant than other mass media.

**Keywords:** television program, Narasi TV, Musyawarah, Agenda Setting, 2024 presidential election

## 1. Introduction

The role of mass media today has a huge influence on everyday human life as social beings, with the rapid development of technology today can change the cultural values found in society. Because, with the ease of delivering news or information regardless of the time and limits of its use in the media every day (Safitri & Dwivayani, 2022). Thus, there is simply no denying that mass media is a very important intake in human life. Mass media has many functions, as a tangible form of channeling information, education, and entertainment. Currently, people are active audiences who can be called citizens to be able to determine and sort out which mass media to consume, trust, and rely on (Permana & Iffah, 2021). However, as a media that has a big role today, the current maturity of mass media can also shape the frame of mind in society. Thus, all parties who produce program content or news in a mass media must be based on mature thinking and predict the impact of what program content and news will be published and have to be accounted for.

The mass media easily gives an effect which can make things appear from news to the audience with Agenda Setting. Simultaneously, the mass media is able to make what is important, also important for its followers, including the community (Qurnia, 2021). Decades of television have become the most popular mass media as a medium of entertainment and information. Because, television media has an audio-visual nature, television is able to show music shows, movies, variety shows, reality shows, and other shows by collaborating with celebrities and community idols. According to this, it is able to highlight television media as the media that is most in demand by the general public. Other than that, the Nielsen Panel survey results prove that television users in Indonesia are currently soaring up

dramatically analyzed through Peoplemeter, this device is connected to a television that reaches at least 12 thousand Indonesian households.

Television users who connect with the remote control to tell Peoplemeter who is watching and what is being watched, resulting in the improvement of television users in Indonesia being able to become something that has great potential for a number of stakeholders to benefit (Asih, 2023). The Nielsen Panel survey has continuity with the current issues, namely the issue of the 2024 presidential election. Certainly this issue is a very important seed for Narasi TV to maintain loyalty and develop the content available on Narasi TV. Hence, the 2024 presidential election issue has become a reason for stakeholders to benefit.

The flashback of the development and rapid growth of the television world began when Indonesia hosted a grand sports competition and party, namely the IV Asian Games in Jakarta and precisely in 1962, which at that time TVRI was present as a pioneer of the national television industry. Thus, the Indonesian people began to be interested in the world of television and tried to develop the television industry in Indonesia. In 1962, television became a medium for communicating between the government and the public, as well as entertainment for political and government officials (Rayhan & Putri, 2020). TVRI used to be the only official government television channel in Indonesia. However, since the inauguration of new regulations on broadcasting and mass media as a result of the reform era initiated in 1997.

The number of television stations in Indonesia is growing rapidly, which is reviewed in the emergence of paid digital television with a choice of content programs that are very diverse and easily accessible for all ages (Sapitri & Nurafifah, 2020). Related to this, the development of television stations in Indonesia has also undergone significant changes, namely in terms of the use of analog broadcasts to modern television that implements digital broadcasts such as Netflix, Disney + Hotstar, VIU, WeTV, Amazon Prime, and others. Furthermore, the Ministry of Communication and Information Technology (Kemenkominfo) emphasized that analog television service providers should immediately switch to digital elements (Salsabila & Pratomo, 2020).

According to Plate, the faster the industry switches to digital, the more positive it will be for the television industry itself. Because, one of the most significant differences between analog and digital television broadcasting is based on the radio frequency spectrum as a very limited natural resource. Through analog television broadcasting system, one frequency channel is used to distribute one television broadcast program. Meanwhile, in the DVB-T2 digital broadcasting system, one frequency channel is capable of publishing up to 12 standard definition (SDTV) broadcast programs (Encouraging the Transformation of the Television Industry, Menkominfo: Government Strengthens Regulations, 2021). In the case of digital television broadcasting, the picture and sound quality is much clearer than analog broadcasting. Based on the relatively stable and non-decreasing digital signal emission, digital television can enjoy the picture and sound content as long as the signal can be accessed by the receiver. Related to this, in analog television broadcasts, the quality of analog broadcasts tends to decrease as the receiver location gets farther away from the transmission point which causes noise or can be referred to as fading.

Therefore, analog broadcast signals are very vulnerable to weather disturbances (Hayyattun Nuffuss & Rohaningsih, 2021). Advances in technology and the internet in Indonesia have penetrated into the choice of program content and television news, so that nowadays it can't only be absorbed by television, but can also be absorbed by online networks (online streaming) on the internet. Indonesia is one of the countries with the fourth largest internet users in the world and has an internet penetration of 73.7% of the total population of 202.6 million users. Specifically, in 2020 the growth of internet users had a major influence on the growth of Indonesia's information and communication sector by 10.58%. The figure will continue to increase as the quarter progresses per year (Prasasti, 2021). However, the development of smartphones that are increasingly in demand by the wider community, the rapid use of the internet which is of course also related to the use of social media, has a significant influence on the pattern of mass media use.

The PT Narasi Citra Sahwahita or often referred to by the general public as Narasi TV is one of the digital televisions formed by Najwa Shihab, Catharina Davy, and Dahlia Citra since 2017. The content program of Narasi TV was created on the basis of concern and development of public concern for clean information, as the current proliferation of television media seems to prioritize the interests of the public. So, with this phenomenon, it can be emphasized that the role of a media, especially in television media, must have an important role in shaping good public perceptions and not leading to badness, and the role of television media is one of the most favorite mass media in all circles. As a result, it is a great obligation for television media to stabilize the values of honesty in the dissemination of good content and straightforward reporting.

Mass media coverage of political issues certainly makes the television industry have the power to determine a media agenda (news to be delivered) which will later become the public agenda. Agenda Setting Theory is a theory that confirms this. The media agenda is an agenda that will produce a content program and broadcast on television. Based on the process of making these programs, it has faced a long series of processes before it is finally suitable for broadcast,

so there are important roles that must be achieved and carried out properly, namely reviewing who will work behind the scenes, one of which is the television creative team. The television creative team is a team that is fully responsible for the creation of program content starting from exploring ideas until finally the idea can be realized carefully to be broadcast on television. Consequently, it can be concluded that the creative team plays an important role in the production process of television broadcasts that will be aired and can be seen by the general public, and this can certainly shape the frame of mind and public perception.

Indonesia in the midst of a period of change of President and Vice President, exactly every 5 years, there will be an agenda of General Elections (Elections) with the aim of finding leaders who will provide major changes for their country, namely Indonesia coinciding in 2024 after the term of office of Ir. H. Joko Widodo as President of the Republic of Indonesia and Prof. Dr. (H.C.) K.H. Ma'ruf Amin as Vice President of the Republic of Indonesia. There are 3 candidates for President and Vice President, including: (1) H. Anies Rasyid Baswedan, S.E., M.P.P., Ph.D., and Dr. (HC) Drs. H.A. Muhaimin Iskandar, M.Si., as Presidential and Vice Presidential candidate number 1; (2) Letjen TNI (Purn.) Datuk Seri H. Prabowo Subianto Djojohadikusumo and Gibran Rakabuming Raka as Presidential and Vice Presidential candidate number 2; (3) H. Ganjar Pranowo, S.H., M.I.P., and Prof. Dr. Mohammad Mahfud MD, S.H., S.U., M.I.P, as Presidential and Vice Presidential candidate number 3 (Finaka et al., 2024). Based on this, Narasi TV also played an active role in reporting the 2024 Presidential Election by creating a special program on the General Election of the President and Vice President known as the Musyawarah program.

The uniqueness of the program that distinguishes it from other programs is the taking and loading of straightforward and critical news issues in every process that occurs during the 2024 Presidential Election, so that it becomes a significant uniqueness as a form of differentiation from most political issues on other television. Therefore, the objectives of this research are: (1) To find out the role of the Narasi TV creative team in shaping the media agenda regarding the 2024 Presidential Election; and (2) To find out what Narasi TV and the creative team expect from the community through the Musyawarah program.

## 2. Literature Review

### Media Ideology

Media ideology has been defined in two ways. First, ideology is a subtle meaning. Second, ideology is a strong and hard understanding. The belief system that makes it a desirable reference and expectation in life, so it can be interpreted as an ideology. Marxist and Neo-Marxist circles generally apply the term ideology to display a belief system to justify individuals who have power to support their distortions and representations that tend to be manipulative about reality (Muthaqin et al., 2021). The elements of interest and power are actually embedded in the nature of the media, this power is trying to be promoted and disseminated through the media so that it can no longer be neutral and impartial.

The media is often visualized as a tool for the ideological interests of the media owner (mirror of reality). Media is often accused of being the definer of reality in accordance with the underlying ideology. The ideology behind the media screen is inseparable from its hidden nature, where the ideology explores and influences the views and opinions of each audience without being directly realized (Alamsyah, 2020).

### Mass Media

According to Sutisno (2013) in (Pertiwi, 2020), the meaning of the word television consists of the word tele which is defined as "distance" and the word vision which is defined in Latin as "image". Thus, the word television gives meaning to a system of broadcasting images and sounds from a place that is far away. Television has the following characteristics (Spilker et al., 2020), such as (1) Audiovisual, which means that television has advantages such as the ease with which it can be heard and seen based on its audiovisual nature. Therefore, harmony must be formed between the words and images contained on television; (2) Thinking in Pictures, in the process of delivering information, television requires a thinking process in pictures. First, visualization is something that really needs to be reviewed in the case of translating words into individual images. Second, depiction is a series of activities to initiate individual images in such a way that later the elements of continuity contain certain meanings; (3) More complex operations, through the television production process, it is necessary to use a lot of equipment and complicated, so it is not surprising that a lot of funding must be spent and a lot of human resources to carry out content program production activities.

### Creative Team in Television Media

The creative team represents a group of individuals who are tasked with researching and examining ideas for an event or program to be aired and developing these ideas into a mature and detailed concept (Hayyattun Nuffuss & Rohaningsih, 2021). Based on this concept, it can be interpreted that the creative team is the subject that makes ideas in the form of scripts and program arrangements from start to finish according to the duration of the event. After completion, the script and program structure are submitted to the Production Team for execution.

The creative team works under the auspices of the producer who focuses on processing the content or content contained in a television program. Under their control, the general public can watch a good and perfect television program, because the program ideas in the content produced are very well examined and developed in detail. Considering this, it can be affirmed that the producer and the creative team are the two determining aspects in a quality television program or not, because the creative team in television is the team that is fully responsible for the search for ideas until the idea is well realized in a program content.

## Construction of Reality by Mass Media

The production of a reality is generally a job that consists of mass media. Media workers, especially those working in the creative and news divisions, shape and produce a reality, one of which is political reality. Constructed reality is part of the characteristics of work in the media industry, a news published in the media is essentially inseparable from the preparation of the story until it becomes a mature news broadcast to be delivered to the public. Language is a basic tool in filling material in the media, language is also not just a tool for communication. But it also determines what kind of pattern the language designs about reality. Therefore, the media has a big impact in influencing the meaning and description of the constructed reality (Boy et al., 2020).

## Production Process of Television Program

Television program content that can be enjoyed by the general public has generally gone through several stages, this is because television as a mass media always has to be responsible for what the industry shows on the screen, so the seriousness in the production of program content is very concerned. Therefore, there are three stages in the television program production process, including (1) Pre-Production, is a stage in the production process that includes the implementation of discussion and exploration of ideas, planning ideas, selection of performers, locations, and work relatives. Through this stage, a revision of the program structure is also carried out to consider the problem of attractiveness, emotional content in the program as a spectacle that can entertain or educate (Shahzad et al., 2024).

Pre-production can be defined as a stage that has an important role, because if this stage is executed in detail and well, the results obtained will be in accordance with what is expected by the industry. The following are the stages of Pre-Production, as follows: (a). Planning Stage, the creative team collaborates with producers to review and determine ideas that will later become a program content, the creative team also needs to conduct research on program content and find reliable and qualified sources. Other than that, the creative team also creates a visualization or description of the script, program structure, and list of questions that will later be discussed with the producer during the production meeting; (b) Production Meeting, after executing the planning, a production meeting is held to give producers an overview of the program content that will be produced. In another case, at the production meeting, the creative team explained about the profile of the sources, the choices of sources that the creative team thought were suitable and qualified for the program content (Räsänen et al., 2024). After the production meeting, the creative team can execute a pre-interview with the resource person or ask the resource person's availability on a predetermined date for the filming process, and at this stage the creative team can also revise the script and more specific questions from the results of the production meeting; (c) Filming Crew Assignment, the producer and creative team notify the shooting date to other teams, such as the make-up, wardrobe, property and equipment team, production manager unit, talent unit (to ensure funding), and cameraman team (Kustiawan et al., 2022).

Production, is a stage in the effort to convert the script into audio-visual form (Sapitri & Nurafifah, 2020). Through this stage, the principle of the production process is to realize the concept of a script or program arrangement in order to become content that is suitable for consumption by television audiences, which already involves other technical parts. Depending on this, in technical production, television programs are divided into several programs, namely (Lestari, 2022) such as; (a) Taping, is an activity of recording scenes from the script and forming them into audio visuals. Thus, the recorded material will be aired at a different time from the event, can be reviewed into 4 categories, namely (1) Live on Tape, a program production that is recorded as a whole with the concept of live broadcast. This category applies several cameras and is recorded continuously using a video tape recorder through a vision mixer.

The results will be edited before broadcast; (2) Multi Camera Recording, is a recording done with several cameras on one scene that is being recorded with different compositions and image sizes; (3) Recording in Segment, is a recording that is done using one or more cameras in each section according to the script breakdown and camera composition to illustrate a meaning and information; (c) Single Camera, the production of a recording with one camera that later goes through an editing process and the images are arranged to explain the meaning and information according to the needs of a broadcast program; (d) Live Broadcast, based on KPI Regulation No. 01/P/KPI/03/2012 regarding broadcasting behavior, affirms that live broadcast is a content program that is aired without time delay and is one-time in nature.

Therefore, Post-production is the final stage of the program production process before it is declared on-air. Through this stage, the cameraman team will provide the results of filming which will later be sent to the editor team. Other

supporting audio and visual documents are also sent to the editor to be executed by him. After the program content has been edited by the editor team, then the next process will be a preview to the producer as the party fully responsible for the program content before it is aired (Boy et al., 2020).

### *Musyawarah* Narasi TV's Program

The Musyawarah program is a new program from Narasi that provides interesting and up-to-date information hosted by Najwa Shihab, Andovi da Lopez, and Jovial da Lopez while talking at one table. So much content on the issue of the 2024 presidential election was aired. Specifically, this program was aired to provide another side of the 2024 presidential election campaign based on facts, existing evidence, and perspectives from experts.
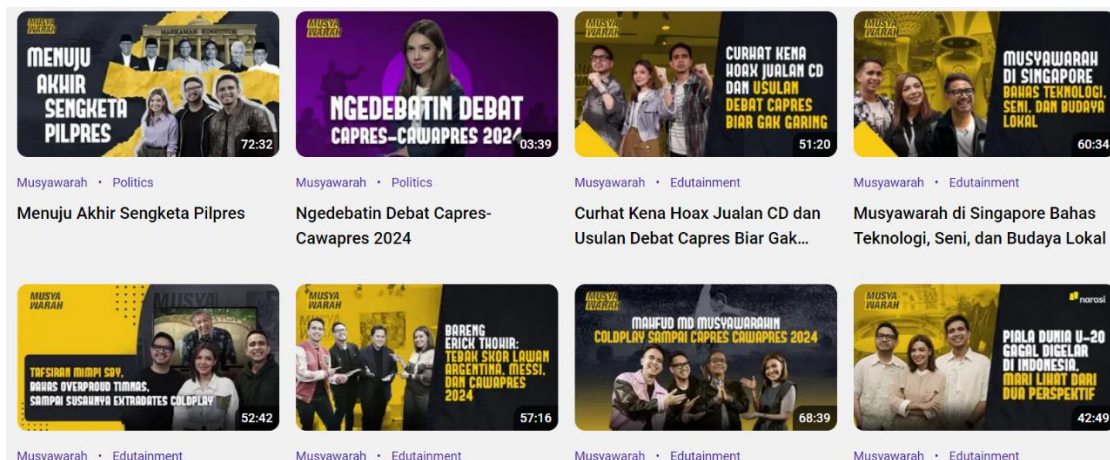
Figure 1. Content of Narasi TV "*Musyawarah*" Program

(Source: Narasi TV's website)

### Agenda Setting

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

Siune and Borre (in Morissan, 2013:497), initiated three Agenda Setting influences, which are representation, persistence, and persuasion, which are; (1) Representation, is an influence produced by the mass media with its tendency to provide great coverage and attention through issues that are the focus of attention or agendas that are considered important by society. Based on the context, the media acts as a mirror that reflects what is happening and what the general public thinks; (2) Persistence, refers to the ability of society to continue to maintain certain issues to attract attention in the media and become a byword for the public over a period of time. Issues based on the influence of persistence include issues that are considered important and relevant by the audience for a long time, constantly get attention, and are always the main conversation; (3) Persuasion, the media through Agenda Setting has the potential to influence public opinion on issues that are considered important and become topics of discussion. Persuasion in the context of Agenda Setting visualizes the strong dynamics between mass media, society, and interest groups, namely media owners and journalists. This illustrates that Agenda Setting has the potential to be an influence used by various parties to seek public attention and understanding of the issues on the agenda (Mulyana & Wijayanti, 2024).

### Evaluating Algorithmic Agenda-Setting Impacts

Media's impact on public opinion and behavior has been a topic of controversy since the field of media studies began. Early media theory, such as mass-mediated propaganda, has been criticized for oversimplifying the function and activity of both media and audiences (Einarsson et al., 2024). Particularly, the audience was discovered to take an active role in constructing meaning with media, which contradicted the mechanistic assumptions behind the early models. Later models of media effects, such as Katz and Lazarsfeld's (1964) '*two-step flow of communication*', have proven more empirically robust and continue to feed media and agenda-setting investigations. The agenda-setting concept in mass

media and communication research emphasizes that the media's primary impact on society is to prioritize competing agendas rather than directly shaping public opinion itself. Maxwell McCombs and Donald Shaw (1972) proposed the idea, demonstrating a high association between media issues and voting behavior. This finding has been reproduced since the original study (Valenzuela & McCombs, 2019). As a result, the media set agendas by emphasizing specific issues, political agendas, and actors, while individuals in other venues adopt views and opinions about the exposed agendas.

Subsequent advancements have brought in the concept of second-level agenda-setting, in which the media's exposure and promotion of agendas at the first level is referred to as salience. Aspects that influence how one thinks about particular agendas are covered at the second level of agenda-setting (McCombs et al., 1997; Valenzuela & McCombs, 2019). Declared in distinct ways, the first level pertains to the specific individuals or issues as objects, while the second level discusses aspects of the presentation that may influence the audience's perception of the object. Subtopics, affective, and cognitive dimensions are some of the qualities' dimensions that might influence how an audience perceives a piece of content. Although agenda-setting represents an important perspective that emphasizes the news media's democratic responsibility, the media landscape has altered significantly since McCombs and Shaw (1972) initially proposed the theory. In the digitized media landscape, where information is ubiquitous, news media faces declining revenues, increased competition for audience attention, and the emergence of digital platforms that act as intermediaries between news outlets, their audiences, and attention-based revenue streams (Westlund et al., 2021). The platforms' roles as mediators and rule-setters have been questioned (Hindman, 2018; Poell et al., 2022), but it is clear that news organizations have internalized similar data-driven practices to optimize content production and presentation in order to increase clicks and thus advertisement revenue streams.

Media recommendation systems, which were inspired by platforms like Netflix, Spotify, and Amazon, automate editorial work by viewing news exposure as a two-sided market between content creators and consumers. The implications of algorithmic news curating extend beyond concerns immediately connected to the agenda-setting function of the media in society. It also raises questions about editorial priorities and methods. The following raises concerns about tabloidization and the potential for media institutions to provide less diverse news to their viewers. Considering two closely connected reasons, we will continue to focus on agenda planning in the next sections. First, the agenda-setting function remains crucial to discussions of media's societal consequences due to the bridges between the empirical and theoretical levels that other models do not offer. This link is important since the intermediary effects of NRSs depend on several environmental circumstances. Thus, agenda-setting provides a robust theoretical foundation for comparing changes across settings that are beyond the scope of a single study.

### Coverage Political News

Agenda-setting refers to the media's prioritization of political matters. Personalized filtering systems rank and order content based on behavioral audience metrics, which indicate personal interest and relevancy. The news media has long used behavioral metrics as input for news curation. Scholars have examined how audience measurement systems such as Chartbeat influence news production and delivery (Ferrer-Conill & Tandoc, 2018; Petre, 2021). Scholars have suggested that the pervasive presence of audience metrics leads to increased tabloidization, giving more prominence to human interest themes such as 'animals, crime, sex, and celebrities' (Fürst, 2020). Therefore, if softer content is more effective at encouraging engagement, news recommender systems will most likely reflect that in exposure.

### 3. Methods

The study used a qualitative research method with a descriptive-qualitative approach. Based on the descriptive-qualitative method, the researcher chose this approach because the researcher described various facts of the concept of creative team theory fiber on television programs and Agenda Setting. Thus, researcher try to provide a detailed description of these facts in an analytical description. Social research applies descriptive formats that aim to visualize, describe, summarize various situations or variables formed by audiences who make this an object that can be studied. Qualitative research is generally applied in the world of social sciences and humanities, which is contained in the rules of micro studies. Especially related to patterns and human behavior (behavior) and what is behind this behavior which is usually difficult to measure with numbers. So, in short, qualitative research is research based on an inductive mindset based on objective observation of participation in a social phenomenon (Creswell, 2018).

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

definitions for the concepts applied. However, the researcher still needs an explanation of the concepts being executed (Abdussamad, 2021). Accordingly, there are two data collection methods carried out in this research, namely by literature study.

Literature study refers to an activity carried out by researcher to summarize information that is relevant to the topic or problem being researched. The information referred to are scientific books, research reports, scientific essays, theses, dissertations, official websites, yearbooks, decrees, regulations, encyclopedias, and written sources both printed and electronic. Based on this, literature study is an activity that can't be separated from research. Theories that underlie a problem and the field to be researched can be obtained by conducting a literature study. Other than that, researcher can collect information about similar studies or those that are related to their research. The purpose of the literature study in this research is to find out how accurately the Agenda Setting theory is implemented by the Narasi TV creative team in scheduling its media on the issue of the 2024 presidential election through the Musyawarah program. Literature studies also contain systematic descriptions of literature reviews and previous research results that have a relationship with the research to be studied and strive to provide an overview of the current state of the state of the art (Sari et al., 2022).

## 4. Result and Discussion

Based on the results of the researcher's literature during the literature study at Narasi TV, the researcher concluded that the role of the creative team as a group of people in charge of finding and exploring ideas about the program to be aired and developing the idea into a complete concept in detail and detail. Although Narasi TV is a category of digital television that broadcasts programs online, this definition is appropriate for Narasi TV. However, researcher don't see any difference in the role of the creative team on digital television and conventional television in scheduling the media (Ulum, 2020). Thus, researcher realize that there are differences in the role of the creative team at Narasi TV with the creative team on conventional television in the production process. Quoting from various literature absorbed by researcher, that on conventional television the role of the creative team is so overwhelming from the meeting process to production. Conversely, the role of the creative team on Narasi TV, as part of digital television program, is always more flexible than the creative team on other conventional television.

The media agenda of a mass media has been emphasized in the literature of mass communication theory, namely Agenda Setting theory. Agenda Setting Theory is a theory that explains how the media can create an agenda on an issue that is considered important for the media, as well as being important to the general public (McCombs & Valenzuela, 2021). The main idea of Agenda Setting theory is to make a media to give different attention to each issue or event, the media has the power and freedom to determine the portion of attention to an issue or phenomenon. According to the theory of Agenda Setting, researcher reviewed that the creative team is directly in charge of determining the portion of a show, news, and program content (Permana & Iffah, 2021). Because the creative team has a role in providing ideas, which are the basis for the formation of a media agenda in mass media companies. Thus, researcher reviewed that Narasi TV gave more attention to the issue of the 2024 presidential election through the Musyawarah program.
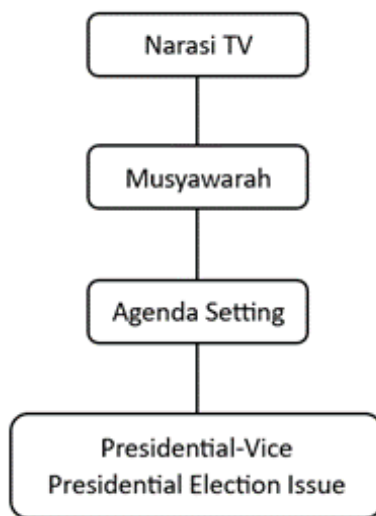


Figure 2. Conceptual Framework

Related to this, that other mass media are emphasizing their media coverage on the issue of the 2024 presidential election (Mulyana & Wijayanti, 2024). Hence, this makes the creative team of Narasi TV able to package and take a different framing on the issue of the 2024 presidential election. Researcher analyzed this as one of Narasi TV's media

agendas to make their program content different, but in the outline of the news that has similarities. Narasi TV is able to give more attention to electoral issues from a humanist point of view, which is in favor of the community. Other mass media generally package program content or news on the issue of the 2024 presidential election in a formal form. Based on the analysis of the Musyawarah program, this program takes the idea of content that helps the general public to get information about the latest issues regarding the 2024 Presidential Election and provides many interesting understandings from the speakers. The Musyawarah program is hosted by Najwa Shihab, Andovi da Lopez, and Jovial da Lopez while providing talk show segments at one table.

Thus, if it is broadly defined that Narasi TV through the Musyawarah program continues to raise the issue of the 2024 Presidential Election which is the same as other mass media, but this program provides content that is informal and provides perspectives from political observers and politicians. The program provides informal content and provides perspectives from political observers and politicians. This is based on Narasi TV, which has a duty as one of the mass media to provide information and education on issues that are happening in the community (Black, 2001). Furthermore, researcher observed that although the creative team of the Musyawarah program formed an agenda by raising the same issue as other mass media, namely the issue of the 2024 Presidential Election and there are several things that distinguish the attention to the reporting of the 2024 Presidential Election issue chosen by the Narasi TV creative team and packaged from a different perspective.

The researcher also observed that the media agenda of the creative team of the Musyawarah program also lies in the broadcast schedule of the Musyawarah program. Researcher feels that this is one of the advantages of Narasi TV in forming a media agenda, when many other mass media with their media agenda place the issue of the 2024 Presidential Election as an issue that is also important, but it is not specialized and the content of the news seems the same, researcher review in accordance with the literature study that the Narasi TV creative team tries to create a media agenda that the public needs regarding the latest issues regarding the 2024 Presidential Election but from a different perspective. As such, in relation to the Agenda Setting theory's attention, researcher reviewed that the creative team in the Musyawarah program had understood and applied it in the content that was aired (Zhang et al., 2024). Therefore, the formation of agenda setting designed by the Narasi TV creative team for the Musyawarah program and became one of the television media that is quite different from other television media in covering and reporting information about the 2024 Presidential and Vice Presidential Election. According to the agenda setting formed by the Narasi TV creative team, it's not surprising that general audiences have given a positive and high rating to Narasi TV to become loyal viewers.
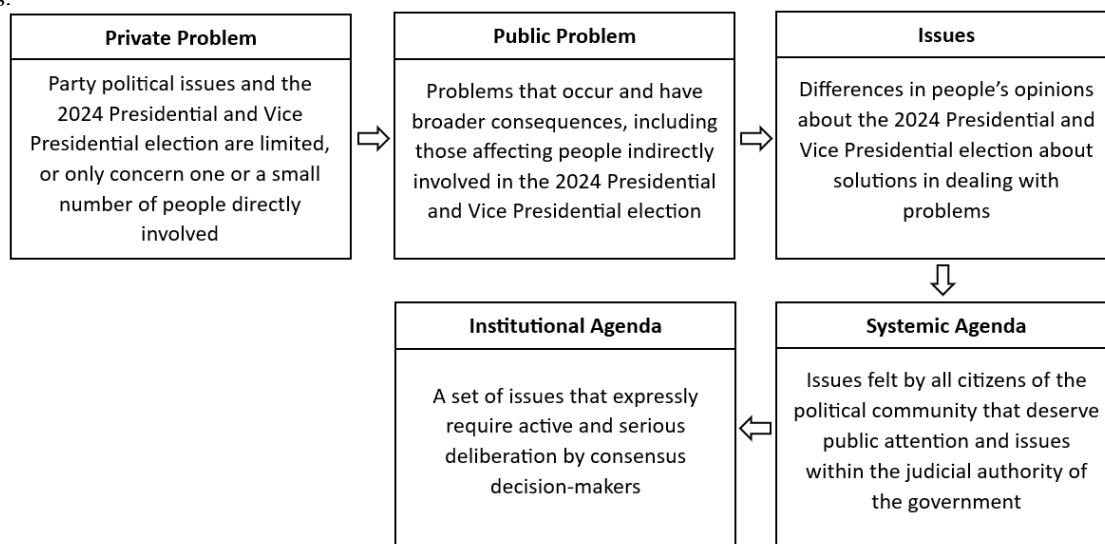


Figure 3. Formation of Agenda Setting

Based on the formation of the agenda setting initiated by Anderson and colleagues (1985), there is continuity in the model used by the Narasi TV creative team in covering and reporting the issue of the 2024 Presidential Election, which are categorized into several stages and have been carried out during the 2024 Presidential Election, including; (1) Private Problems, it is known that the Musyawarah program provides unlimited access and space for freedom of opinion of the community during the 2024 Presidential Election and does not concern any party, so that the public can trust and believe that Narasi TV is one of the credible and informative television media; (2) Public Problems, it is known that the Musyawarah program is open, so that the wider community is encouraged to get involved in the 2024 Presidential Election and avoid the existence of a "abstain group"; (3) Issues, it is known that the many differences of

opinion that occur do not prevent Narasi TV from broadcasting the latest and neutral news in the Musyawarah program, and become a solution for the community to combat hoax news and information; (4) Systemic Agenda, it is known that the issues felt by the community can be considered and channeled properly through the Musyawarah program, namely by bringing in resource persons, discussion groups, debates, and other things that encourage active community participation during the 2024 Presidential Election; (5) Institutional Agenda, it is known that the Narasi TV creative team has seriously considered making news broadcasts about the 2024 Presidential Election in accordance with humanitarian principles and neutral. Hence, this comparison can highlight the unique approach taken by Narasi TV in contrast to traditional media outlets.

Table 1. Differences between the *Musyawarah* Program and Other Programs

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

Regardless of its function to provide information and educate the general public, every mass media has a strategy to develop its media in order to get more viewers than other mass media, because researcher realize that basically mass media is a company that needs income (income) from what is aired and reported regardless of its function to provide information and educate the general public (Spilker et al., 2020). The researcher said this was because the topic of the 2024 Presidential Election issue was neutral and supported the aspirations of the community, where the Musyawarah program focused on the problems of each pair of candidates for President and Vice President, political parties, and so on based on existing facts and realities. Besides that, the reporting and packaging of the 2024 Presidential Election issue presented differently by the creative team, researcher also realized that the creative team of the Musyawarah program raised the issue of the 2024 Presidential Election according to the right broadcast schedule. However, when the program content is good but the airing schedule is not appropriate, the program content generally doesn't become meaningful. The Musyawarah program creative team, according to researcher, is also very detailed and detailed in scheduling its broadcast, which is included in the Narasi TV media agenda.

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

Table 2. Television Media Support for Presidential and Vice Presidential Candidates

| Television Station | Owner | Candidates Support |
|---|---|---|
| Metro TV | Surya Paloh | Anies Rasyid Baswedan and Muhaimin Iskandar (Anies-Muhaimin) |
| TV One | Aburizal Bakrie | Prabowo Subianto Djojohadikusumo and Gibran Rakabuming Raka (Prabowo-Gibran) |
| MNC TV | Hary Tanoesoedibjo and Liliana Tanoesoedibjo | Ganjar Pranowo and Mohammad Mahfud MD (Ganjar-Mahfud) |

Source: (Utomo, 2024)

**Media Conglomeration and the Challenge of Neutrality in Presidential-Vice Presidential Election**

Ahead of the 2024 presidential election, political parties and candidate-winning teams, both individually and in groups, are trying to utilize the power of the mass media to influence public opinion. As part of a business conglomerate, the media that should present neutral and balanced news and information are in fact subject to the economic and political

preferences of their owners. Through the lens of media political economy, Vincent Mosco in 1988 (researcher and author of the book on the political economy of communication from Harvard University) explained that through commodification, spatialization, and structuration, mass media can be used by their owners for profit. Generally, media owners are businessmen or politicians (even both, businessmen and politicians), so as much as possible, whatever is owned and can be empowered, can be used to generate economic and political benefits.

The function and freedom of the press must be prioritized so that it is no longer considered solely as the property of journalists, media managers, or media entrepreneurs but as a right of all citizens. As a result, it believes that the community should help to complement or balance the news for the benefit of everybody. Despite the fact that media conglomeration is not prohibited, given that one of the functions of mass media is economic, there are concerns about the presence of negative effects on the development of the Indonesian media system as well as the potential impact on the content displayed and delivered to the general public. Whether the public closes or opens their eyes to the alleged bias of certain television media toward specific presidential candidates, there is still hope that television media will remain neutral and balanced in reporting and disseminating information about the candidates running in the 2024 presidential election. Nevertheless, the public's rationale for the impartiality and balance of news and information content on television will eventually become a factor in determining if customers remain loyal.

Media conglomerates may use their media to campaign for specific candidate pairs for economic and political reasons, but it should be noted that for economic reasons (and politics), they also hope to attract public supporters of "opposing" candidate pairs as customers. As a result, corporations and television operators must be strategic in positioning themselves, developing positioning, and presenting content that the public perceives as unbiased and balanced. In actuality, media corporations may have motives and the ability to commodify, spatialize, and structuralize in order to achieve their political goals, but ratings and consumer loyalty are also important factors to consider.

Moreover, according to **Table 3.** it provides an overview of the perception of Narasi TV's loyal audience towards the Musyawarah program, which, according to them, has differences with other TV stations in broadcasting news and educating the public. It was known that several television stations in Indonesia have connections and support their respective candidate pairs, as contained in **Table 2.** and the three loyal viewers of Narasi TV confirmed a statement that had something in common, which is that they considered that the Musyawarah program provided a lot of up-to-date and credible information in election news and others.

Table 3. An Overview of the Perceptions of Loyal Viewers of Narasi TV

| = | AQ | NN | AL |
|---|---|---|---|
| Overview of the Perception of Loyal Viewers | *I can't judge for sure about the neutrality or non-neutrality of the Musyawarah program on Narasi TV during the election period compared to private TV stations such as Metro TV, TV One, MNC TV, and perhaps other television stations that tend to support one of the candidate pairs. I considered Narasi TV to favor one of the presidential and vice presidential candidate pairs in favor of a neutral society. It remains to be reviewed in detail the content and way of delivering news or analyzing whether it provides equal opportunities to all parties. Although commercial TV has the potential to take sides because of business, that does not necessarily mean it is non-neutral if the way the news is delivered is balanced. Overall, it is difficult to judge without looking comprehensively, and media neutrality standards are important for a fair democratic process. Therefore, being different from other television stations is important in attracting other viewers to be able to find out the latest and true information.* | *Actually, I can't judge which television stations are neutral or not, but what I see is that the Musyawarah program is more focused on what the community is asking, so I assumed that Narasi TV is one that is neutral. In other words, the Musyawarah program from Narasi TV is a forum for questions from the Indonesian people. Meanwhile, at the other stations, we as a society know that the owners are important people or politicians who have connections to one of the presidential and vice presidential candidate pairs, and obviously, it's not neutral because they also support their respective candidate pairs for their personal benefit as well.* | *I perceive that the Musyawarah program on Narasi TV does attempt to maintain a neutral and objective attitude in presenting information related to the election process and dynamics. Narasi TV positions itself as an independent media outlet and doesn't take sides with certain political parties or candidates, so they provide a platform to express their views fairly. While some other TV stations, such as TV One, MNC TV, Metro TV or other television stations, are known to have a tendency to support certain candidates or political parties, It can be seen from the point of view, sources, and framing of the news presented. As a whole, assessments are difficult to make without in-depth studies, and of course, media neutrality is crucial for a fair democratic process.* |

Creating a different media agenda, in fact, according to researcher, can make this a special attraction for the general public (Thorson & Wells, 2016). The uniqueness of the issues raised and the accuracy of airing program content included in the media agenda of the Narasi TV creative team in the Musyawarah program can be reviewed from the following examples of content, which are; (1) the content aired by the Musyawarah program by Narasi TV airs talk show activities, facts on the issue of the 2024 presidential election, perspectives and views of political observers or politicians, as well as political discussions where the majority of other mass media only report on the issue of the 2024 presidential election without providing additional information from the public or experts in their fields, and Narasi TV carries out its duties as mass media but in different ways. The content is expected to increase public awareness of the issue of the 2024 presidential election by providing detailed, straightforward, and detailed information without taking sides with political officials or the agencies concerned.

Thus, Narasi TV hopes that the broadcast can increase public trust in the Musyawarah program and provide a humanist side of "orders" from the government to be easily understood and digested by the general public; (2) various contents of the Musyawarah program that are scheduled appropriately according to the moment, the Musyawarah program also raises stories that are often forgotten, namely the content of articles and laws that educate and as an alarm to recall

articles or laws during the campaign period to increase public literacy. According to the researcher, this is very interesting, because the general public with all their ignorance about political issues and often forget about existing articles, so that the Musyawarah program can educate all groups, from children to the elderly.

## 5. Conclusion

According to the researcher's literature review, the creative team's position as a topic initiating and creating the media agenda on the issue of the 2024 Presidential Election has played an important role since the Musyawarah program's production. Although the creative team is not involved in the final decision-making process when developing a program, all early concepts, both in program development and content production, require team ideas and research results. Based on this study, if a mass media outlet, particularly television, can construct a media agenda aimed at developing important topics or stories that become bywords in the general public, the creative team plays a role and bears complete responsibility. Because the creative team is in charge of everything, including ideas and the basic production process, when television as a mass media can design the general public's frame of mind and regulate public opinion, language proficiency must identify a capable and qualified creative team to provide good and mature results that cause the general public to think about the program content they read, see, or hear. Based on this, researchers believe that Narasi TV's media strategy on the 2024 presidential election differs from that of other mass media, which is sometimes disregarded yet equally crucial.

Narasi TV created the Musyawarah program in the hopes that the general public will receive detailed, clear information and not be duped by hoaxes, as well as a summary of the 2024 Presidential Election which can be consumed by people of all ages, whether teenagers, adults, or the elderly. Musyawarah program provides a source of information for the audience in order to provide clear public opinions and views devoid of political prejudice, as well as to become a 'friend' to the community in discovering the right and full information. Hence, this conclusion is consistent with the review obtained from the literature study, particularly in terms of public comments on the Instagram social media accounts @narasi.tv and @narasinewsroom about the Musyawarah program, the majority of which are positive.

### Informed consent

Obtained.

### Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

### Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

### Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

### Data sharing statement

No additional data are available.

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