

Relationship between Local Television News Agenda and Public Agenda on Development Issues in Southeast Sulawesi Province

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Abstract

This study examines the relationship of local television news agenda in Southeast Sulawesi with a public agenda related to issues of development and test variables or factors that strengthen the relationship between the media agenda to the public agenda in the Southeast. This research is a kind of explanation to the agenda that analyze media content analysis and public agenda with the survey method. This research was conducted in TVRI Stasiun Sulawesi Tenggara and Southeast Sulawesi provincial public with a population of about 1866 TVRI Stasiun Sulawesi Tenggara news items, and the public population as much as 260.867 persons. Samples totaling 584 items of news media and the public sample totaled 65 respondents taken by purposive sampling. Collecting data using the media agenda coding sheet and variables influence the public agenda using a questionnaire with data analysis using statistical test of correlation. Statistical test results Nonparametric Spearman Rho's models showed that TVRI Stasiun Sulawesi Tenggara agenda not significantly associated with a public agenda Southeast Sulawesi Province. Variables that influence is the level of use and the level of media interest in the issue. A high level of media usage, affect the relationship between the media agenda and the public agenda in the 0.05 at 0883 values ($p > 0.05$), as well as a high level of interest issues, affect the relationship between the media agenda and the public agenda at the 0.05 significance with a value of 0857 ($p > 0.05$). Thus the need to improve pemberitakan issues that interest and needs of the public so that the public can increase the use of the media by the public so as to enhance the relationship between the media agenda and the public agenda.

Keywords

news agenda; local television; the public agenda; the regional development



I. Introduction

Media plays an important role in modern life. This is because the media is able to influence almost all aspects of life, and therefore it becomes not an exaggeration if it is said that the analysis of modern society will not be complete without involving the media. Of course, this important role cannot be separated from the ability of the media to construct reality, build images, and mediate social relations through the delivery of information. Including in it, in the development process. In this case, media is able to convey the reality of development to the community both as a vehicle for socialization and social criticism (*wacthdog*), as well as local television media.

Depari and Andrew (1988) stated that the role of mass media in social change and national development is to advance the nation. Schramm proposes 3 (three) functions of mass media in development, namely (1) Informing about national development, focusing their attention on the need to change, opportunities to cause change, methods and ways of

causing change and if possible increase aspirations; (2) Helping people participate in the decision-making process, expanding dialogue and keeping information flowing both up and down; and (3) Educating people to have skills (Nasution, 2002).

With its capabilities, the mass media helps the people of developing countries recognize life in other countries. Mass provision is able to become a potential liberator that expands the horizon of thought so as not to be imprisoned within the boundaries of ignorance and other limitations, which are commonly encountered in undeveloped societies. The mass media is known to have the power to control the knowledge of its audience through what is revealed and not reported. Therefore, by organizing in such a way as the content of the message it preaches, the mass media can help people focus on development issues. This includes new attitudes needed and skills that must be possessed to change the state of a nation that is building.

On the other hand, society in using mass media is driven by certain motives and needs. If these needs are met, the community is satisfied and will use the content and media. Blumer (1979) put forward 3 (three) motives and needs of the public using mass media, namely meeting the needs of information around him and the world (*surveillance*), to meet the needs of escape from various things (*diversion*), such as boredom and daily pressures; Receiving personal identity (Mc Quail, 2005). Thus the mass media with the audience there is a close relationship. For the mass media, the audience is the target or target of journalistic work, on the contrary for the audience, the mass media is a channel or source for meeting its information needs.

This study aims to look at the relationship of local television news agendas in Southeast Sulawesi with public agendas related to development issues and how is the level of media use as a variable or factor that strengthens the relationship between the media agenda and the public agenda in Southeast Sulawesi?

II. Review of Literature

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

Communication made by humans will have an effect. The study of the effects of mass communication has begun from *bullet theory* which considers mass communication to have a mighty influence in forming / changing attitudes and behavior, then a limited effect arises, then develops a moderate effect model. This saat there is a tendency to return to bullet theory but is limited to the stage of cognitive effects (Wimmer and Dominick, 2009).

The theory of the effect of mass communication with the effects caused by such as increased knowledge and insight, as well as the formation of certain thoughts included in *the theory of agenda setting*. The idea of this theory was initiated by Lippmann who studied the role of mass media in forming *pictures in our heads*. Furthermore Cohen found the press unlikely to have much success influencing what people think but rather successfully shaping people's perceptions of what he thought was important (Severin & Tankard, 2005).

The effect of the media setting agenda is empirically evidenced by Mc Comb and Shaw (1972) by comparing the actual campaign content in the mass media with what people say about topics of great importance. The latest study of media setting agenda afek

found that there is a positive relationship between topics highlighted by the media and topics that are considered important by the audience. In conclusion, *agenda setting* theory views the audience not only studying news and other things through the mass media, but also studying how much importance is given to an issue or topic from the way the mass media places emphasis on the topic (Rakhmat, 1989). Wimmer and Dominick (2009) stated that the mass media is able to build a public image of political figures by unceasingly presenting objects that encourage individuals in society to think, know and feel what the mass media presents. Thus, continuous reporting on certain topics or figures so that indirectly get attention or response from the audience, then the audience can form its agenda based on the media agenda.

The study of agenda setting further developed by including other variables, namely conditions that affect the effect of the agenda setting. Joseph Klapper has reviewed a series of studies on the impact of media, and concluded that the effects of mass communication occur through a series of intermediary factors, which include selective processes (selective perception, selective exposure, and selective memory), group processes and norms, and opinion leadership (Rakhmat, 1989). The study of the media setting agenda is then applied in various mass media, both print and electronic media.

Local television as a local mass media emerged since the establishment of a legal device in the form of law No. 32 of 2002 concerning Broadcasting. Local television was developed to complement the demands of comprehensive information needs in the country and offset the insistence on regional autonomy, namely optimizing the role of local non-governmental institutions, such as local mass media (Istanto, 1999).

Furthermore, in the Law on Broadcasting in Article 6 Point 3 states that in the national broadcasting system there are broadcasters and fair and integrated network patterns developed by forming network stations and local stations. Then, article 14 point 3 reads that in provincial, district or city areas can be established local public broadcasters. So, local television is a television broadcasting institution located in a province, district or city; or have a broadcast with a limited range covering the area around the position of the broadcasting institution, namely the area of one district / municipality, as well as capital and management resources that are preferred for the local community. Local television can also stand alone as an independent local television station. This station is owned and run freely by seeking free supply in the program market both domestically and abroad (Siregar, 2001). Local television can be public, private (networked or local) or community (Sudibyo, 2004).

The Indonesian Local Television Association (ILTA) provides limits on private local television is a commercial television that carries two visions, namely idealism to support the quality of news and vision of commercialism to sustain institutional life. Both visions both require audience loyalty as the main target of information. To gain and maintain audience loyalty, it is necessary to present an accurate, trustworthy, objective and reliable news and information service. The better and more consistent the quality of reports and news, the more likely it is to develop a group of loyal supporters that the institution needs, both for its mission of idealism and its mission of commercialism. Meanwhile, public local television is television that does not take advantage of its broadcasting. His service is intended for the public interest and is the answer to the nation's social capital. Public television is not measured by popularity, but measured in relation to its program-program ability to restore a nation's social capital to grow healthily. In short, the character of public television, namely the organization is independent of government, political, and economic influences, impartial and balanced; and public television is able to maintain national

identity through respect for the participation of cultural differences, including providing opportunities to minority groups (Nugroho, 2003).

The Indonesian Local Television Association (ILTA) noted that about 30 local private TV stations stand in each region and air from Sumatra to Papua (www.ATVLI.com). In addition, there are also local televisions that are community-owned by each region of almost more than one station, as well as local community television stations of the national network, namely TVRI which is located in all provinces in Indonesia (Priyowidodo, 2008). Southeast Sulawesi Province already has several local televisions, including local television station SindoTV Kendari as a private television and TVRI Southeast Sulawesi Province as a local public network television (Larisu, 2017).

Despite having different statuses between TVRI Southeast Sulawesi Station and SindoTV Kendari, the two local televisions are committed to helping support the successful implementation of regional development (Larisu, et al., 2016). In general, regional development is a series of planned efforts to make social changes organized in the region. The area in this case to distinguish with the development carried out nationally (central). Adisasmita (2006) argues that regional development is development carried out based on the vision and mission of the area that is formulated in short, medium and long-term development plans. Regional development is also interpreted by development that brings development closer to the needs of the community in order to improve the welfare of the community (Tjokrowinoto, 1997).

Saputra (2008) stated that development carried out by both the government, private sector, and the community should have the following intentions. First, regional development provides social and economic protection for circumstances as a result of poverty and inequality; Protection must be given to the weak to access to their social, political, and economic rights. Second, regional development provides a medium for the efficient operation of market mechanisms and improves the quality of the flow of various resources in a sustainable manner. Third, regional development in its context as a concept and methodology provides tools for aspects of development planning. Relevance, the planning aspect is an important part of every regional development decision making. Fourth, regional development is an effort to build an institutional system as a comprehensive framework for the improvement and refinement of development.

In Southeast Sulawesi Province, development programs are directed at improving community welfare by focusing on community empowerment. Since the reform era until now, Southeast Sulawesi Province has various regional development problems, including issues of poverty and unemployment, illiteracy and malnutrition, issues of environmental damage and pollution, UMR does not meet standards and employment and so on. These issues have had an impact on the achievement of the quality level of development in Southeast Sulawesi Province, such as the Human Development Index (HDI). HDI in Southeast Sulawesi Province is relatively low (67.5) below the national standard HDI average (69.6) or ranks 25th out of 33 provinces throughout Indonesia. The Environmental Quality Index is also low, which is 60.53. This is lower compared to the national standard of 65.45 (BPS Sultra, 2012).

III. Research Method

This research uses a combination of two methods, namely quantitative content analysis to determine the media agenda, and surveys to find out the public agenda and variables between the levels of media use. The media agenda is measured by the order of frequency of the appearance of an issue in television news. The public agenda is measured by the order of respondents' expressions about the issues they are thinking about. The level of media use is measured by the frequency of television use related to the issue being thought of. The television population is all news items documented by TVRI Southeast Sulawesi Station) for 6 (six) months, starting from October 1, 2013 to March 31, 2014, recorded as many as 1866 news items. The public population is the entire community of Kendari City of Southeast Sulawesi Province amounting to 260,867 people. The television sample amounted to 584 news items and the public sample amounted to 65 respondents. Television and public samples are taken *purposive sampling*. Collection of media agenda data using *coding sheets* containing a selection of news items on development issues. As for the public agenda and the variables between using questionnaires.

The analytical model used in this study is an individual analysis of a series of topics. The measurement of the public agenda is also a topic ranking. So that both variables have a type of data scale rank, level or ordinal. Therefore, the statistics used are to use *Spearman Rho's Nonparametric model*, which is to test the subsection between the agenda setting and the public agenda. While the influence of variables on different conditions is used elaboration techniques, namely the correlation coefficient between the media agenda and the public agenda under different conditions is tested using the *Zhicalc* test, and *spearman Rho's* correlation coefficient value is converted first into the *Zhicalc* value. Statistical tests are performed at a confidence degree of 95% ($p = 1.64$). An overview of the variables to be tested in this study can be seen in the figure below.

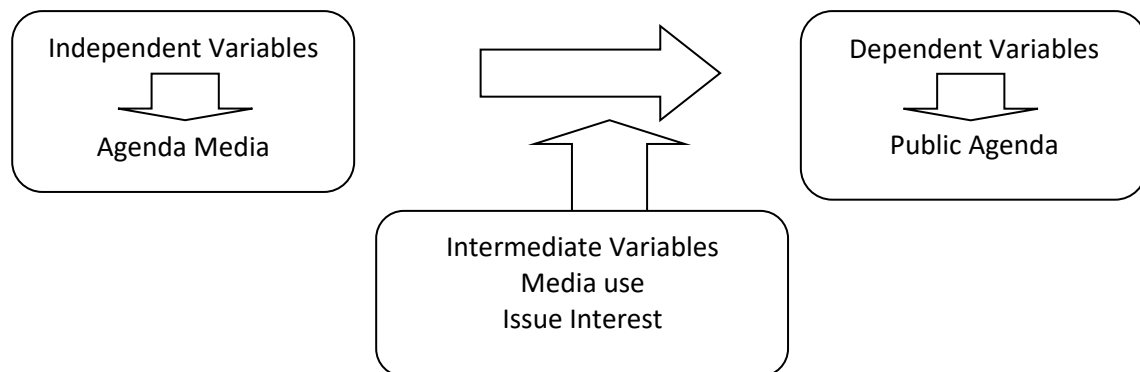


Figure 1. Research Variables

Hypothesis

- H1.1: There is a relationship between the media agenda of TVRI Southeast Sulawesi Station and Public agenda of Southeast Sulawesi Province on regional development issues in Southeast Sulawesi Province.
- H0.1: There is no relationship between tvri media agenda of Southeast Sulawesi Station and Southeast Sulawesi Province public agenda on regional development issues in Southeast Sulawesi Province.
- H1.2: There are differences in korelation (relationship) between TVRI Station's media agenda Southeast Sulawesi with a public agenda of Southeast Sulawesi Province on regional development issues in Southeast Sulawesi Province in conditions where

- the public of Southeast Sulawesi Province with a high level of media use and in public conditions of Southeast Sulawesi Province with low levels of media use.
- H0.2: There is no difference in korelation (relationship) between TVRI Station's media agenda Southeast Sulawesi with a public agenda of Southeast Sulawesi Province on regional development issues in Southeast Sulawesi Province in conditions where the public of Southeast Sulawesi Province with a high level of media use and in public conditions of Southeast Sulawesi Province with low levels of media use.
- H1.3: There are differences in korelation (relationship) between TVRI Station's media agenda Southeast Sulawesi with a public agenda of Southeast Sulawesi Province on regional development issues in Southeast Sulawesi Province in conditions where the public of Southeast Sulawesi Province with a high level of issue interest and in the public condition of Southeast Sulawesi Province with a low level of issue interest.
- H0.3: There is no difference in korelation (relationship) between TVRI Station's media agenda Southeast Sulawesi with a public agenda of Southeast Sulawesi Province on regional development issues in Southeast Sulawesi Province in conditions where the public of Southeast Sulawesi Province with a high level of issue interest and in the public condition of Southeast Sulawesi Province with a low level of issue interest.

IV. Results and Discussion

4.1 Results

a. Relationship between Media Setting Agenda and Public Agenda on Regional Development Issues

Based on the calculation of *spearman Rho's nonparametric* relationship coefficient between the media agenda and the public agenda obtained by 0.714 with significance ($p > 0.05$) then the relationship is not significant. These results show that the media agenda of TVRI Southeast Sulawesi Station is not able to influence the public agenda of Southeast Sulawesi Province. This is shown in the ranking of issues raised by the media is not the same as the ranking of issues raised by the public. That is, the issue prioritized by TVRI Southeast Sulawesi Station is not an issue that is prioritized by the public.

Table 1. TVRI Sulawesi Agenda and Public Agenda on Regional Development Issues (N Agenda TVRI = 584, N Public Agenda = 65)

No	Issue Types	Agenda TVRI		Agenda Public	
		Mean R	R	Mean R	R
1	Social	248	4	189	5
2	Economics	1477	1	232	4
3	Environment	240	5	266	3
4	Socio-economic	756	2	325	1
5	Social environment	70	6	135	7
6	Environmental economy	306	3	302	2
7	Socio-economic environment	8	7	146	6

Source: Primary data processing results, 2014

Table 1 shows that the media agenda of TVRI Southeast Sulawesi Station with a public agenda no one issue gets the same order or ranking from 7 (seven) issues. This is indicated by issue category number 1, regional development issues in the social field rank 4th in the media and 5th in the public; issue number 4, regional development issues in the socio-economic field rank 2nd in the media and 1st in the public; issue number 5, regional development issues in the social environmental field rank 6th in the media and 7th in the public, Issue number 6, regional development issues in the field of environmental economy rank 3rd in the media and in the public 2nd, as well as issue number 7, the issue of regional development in the field of socio-economic environment in the media ranks 7th and in the media ranks 6th. While the other 2 issues, each issue number 1 and issue number 3 have an average difference of 3 and 2 levels, namely issue number 2, regional development issues in the economic field rank 1st in the media and rank 4th in the public, and issue number 3, the issue of regional development in the field of environment ranks 5th in the media and ranks 3rd in the public.

There is no significant relationship between what the media does and what the public is alleged to be caused by the level of use of television media by the public. Local television menoton frequency is more frequent but longer/shorter viewing duration, or local television menoton frequency is rare compared to more frequent local newspapers and longer reading durations. The low number of watching local television is certainly very difficult to accept or understand the content of broadcasting development issues that are aired as a whole. In addition, the public has become accustomed to the television menoton is to seek entertainment, so that broadcasts on development issues are not considered as a penting thing. Unlike newspapers, people read / enjoy newspapers, especially indeed to get or find information.

b. Analysis of the Relationship between the Media Agenda and the Public Agenda on Regional Development Issues Based on the Level of Media Use

Table 2. Media Agenda and Public Agenda of TVRI Southeast Sulawesi Station Based on Media Usage Level

No	Issue Types Building	Agenda Media		Media Usage Level			
		Mean Rank	R	Tall		Low	
				Mean Rank	R	Mean Rank	R
1	Social	62	4	3	4	3	7
2	Economics	212	1	14	2	41	1
3	Milieu	40	5	1	5	6	6
4	Socio-economic	126	2	5	3	19	3,5
5	Social environment	35	6	0	6,5	19	3,5
6	Environmental economy	101	3	19	1	10	5
7	Socio-economic environment	8	7	0	6,5	22	2

Source: Primary data processing results, 2014

Based on statistical analysis obtained a calculated value of Z of 2.06, the hypothesis testing at the level of $\alpha \leq 0.05$, $N = 7$ and one *tailed* (one side) obtained Z_{table} by 1.64. Because $Z_{counts} > Z_{table}$ then H_0 is rejected while H_1 is accepted. That is, the correlation

(relationship) between the media agenda of TVRI Southeast Sulawesi Station and the public of Southeast Sulawesi Province about the importance of regional development issues in conditions where the public with a high level of media use is stronger and significant than in conditions where the public with a low level of media use. In other words, in the ranking / sequence of regional development issues that are considered important by public groups whose level of media use is high in contrast to public groups whose media use rates are low.

Spearman Rho's correlation analysis shows the correlation coefficient between the media agenda and the public agenda in conditions where the public has a high level of media use of 0.883. The coefficient of 0.883 means that there is a very strong and significant relationship between the media agenda and the public agenda on regional development issues in the public that have a high level of media use. It is seen in table 1 above that, of the 7 regional development issues that appear in the media, there are 2 categories of issues that rank the same in the media agenda and public agenda, namely issue number 1, regional development issues in the social field and issue number 3, environmental development issues. Conversely, at the low level of media use, there is only one order of the same issue between the media agenda and the public agenda, namely issue number 2, the issue of economic development.

In addition, the interest level of the issue factor is also suspected to determine the insignificant relationship between the media agenda of TVRI Southeast Sulawesi Station and the public agenda of Southeast Sulawesi. Interest in the intended issue is an attitude or behavior aimed at an issue. These attitudes or behaviors can be measured from the level of knowledge, interests and the level of usefulness or usefulness of an issue. The level of interest in the issues here is related to regional development issues that allegedly help determine the relationship between the media agenda and the public agenda on regional development issues.

c. Analysis of The Relationship between the Media Agenda and the Public Agenda on Regional Development Issues Based on the Level of Interest in the Issue

Table 3. TVRI's Media Agenda and Public Agenda Southeast Sulawesi Station Based on Interest issues

No	Types of Development Issues	Agenda Media		Issue Interest			
		Mean Rank	R	Tall		Low	
				Mean Rank	R	Mean Rank	R
1	Social	62	4	8	3	3	2
2	Economics	212	1	15	1	3	2
3	Environment	40	5	6	5	3	2
4	Socio-economic	126	2	7	4	2	4
5	Social environment	35	6	2	7	1	5,5
6	Environmental economy	101	3	10	2	1	5,5
7	Socio-economic environment	8	7	4	6	0	7

Source: Primary data processing results, 2014

The result of calculating the value of Z_{hitung} obtained a value of 12.11. This value is smaller than the table value for the significance level of 0.05 of 1.64 ($Z_{hitung} > Z_{tabel}$), $N=7$ and *one tailed*. Because $Z_{hitung} > Z_{tabel}$ then H_0 is rejected while H_1 is accepted. That

is, the correlation (relationship) between the media agenda of TVRI Southeast Sulawesi Station and the public of Southeast Sulawesi Province about the importance of regional development issues in conditions where the public with a high level of interest in the issue is stronger and significant than in conditions where the public with a low level of interest in the issue. This means that there is a significant difference between the correlation of the media agenda and the public agenda in conditions where the level of interest in the issue is high and in conditions where the level of interest in the issue is low.

The difference in relations is shown that, of the 7 regional development issues that appear in the media, there are 2 categories of issues that rank the same in the media agenda and public agendas that have a high level of interest in issues, namely issue number 2, economic development issues and issue number 3 categories, environmental development issues. While in conditions where the public has a low level of interest in issues, there is 1 category of issues that occupy the same position between the media agenda and the public agenda, namely issue number 7, the issue of regional development in the socio-economic environmental field.

Spearman Rho's correlation test results showed that the correlation between the media agenda and the public agenda was in a condition where the level of interest in the issue was high at 0.857. The coefficient value of 0.857 means that there is a very strong and significant relationship between the media agenda and the public agenda on regional development issues in the public that have a high level of interest in the issue. In contrast, the correlation of the media agenda and the public agenda to conditions where the level of interest in the issue is low indicates a weaker relationship. Thus it appears that the level of interest in the issue in the public eye determines the difference in strength of the relationship that exists between the media agenda and the public agenda.

A fairly strong and significant correlation between the media agenda and the public agenda that has a high level of interest in issues, caused by the category of issues that rank the same is the order of top priority, namely 1st place. That is, the issues prioritized by the media are the same as issues that are prioritized by the public. Although there is 1 category of issues that have the same position between the media agenda and the public agenda, it does not include the order of issues that are prioritized. In addition, 5 categories of issues that have different positions in the media agenda and public agenda. Although it occupies a different position in the media agenda and the public agenda, but the position is not far adrift or the average difference between 1 to 2 levels. While in public conditions have a low level of interest in issues, of the 7 categories of issues that have the same order position only 1 category of issues, namely in the order of 7th position. That is, the order of position is not a sequence of positions of issues that are prioritized both in the media agenda and the public agenda. In addition, of the 6 different categories of issues, only 1 category of issues that have a position that is not far apart between the media agenda and the public agenda, namely the average difference of 0.5 levels, contained in issue number 5, regional development issues in the socio-environmental field, and 5 categories of issues that occupy other different positions, have differences in the average difference spread between 1 level. up to 3 levels. Issue number 2, in the media agenda ranks 1st in the public agenda 2nd place difference of 1 level on average. Issue number 1 in the media agenda ranks 4th in the public agenda 2nd, the same as issue number 4, in the media agenda ranks 2nd in the public agenda order 4th has an average difference of 2 levels. Issue number 6 in the media agenda ranks 3rd in the public agenda in the 5th order of 5.5 has an average difference of 2.5 levels. The rest, issue number 3 in the media agenda ranks 5th in the public agenda 2nd, has a difference of 3 levels.

4.2 Discussion

Analysis results through correlational statistical calculations showed that the agenda setting of TVRI Southeast Sulawesi Station was not significantly related to the public agendas of Southeast Sulawesi Province. That is, the development issues revealed and highlighted by local television, especially TVRI Southeast Sulawesi Station in its reporting, are not able to influence the public to consider the issue as an important issue. The public has a particular interest in regional development issues as well as the media. Thus it can be said that even though TVRI is no longer associated with any of the existing political forces (as in the new order era), because tvri institutions have now turned into independent public broadcast media institutions in their reporting, but in this study it is not suitable for existing (Darmanto, 2004). The primordial ties are still strong enough to affect the performance of TVRI Southeast Sulawesi Station and are not easy to change (Larisu, et al., 2016; Larisu, 2017).

The increase in the use of local mass media and the level of interest in the issue, has an influence on the strength of relations or correlations between the media agenda, especially tvri media, Southeast Sulawesi Station with the public agenda of Southeast Sulawesi Province. That is, public ethics are distinguished based on the high and low level of media use of TVRI Southeast Sulawesi Station, *spearman Rho's* calculations show a striking number. The correlation of media agendas and public agendas in the public that have a high level of media use shows a very strong and significant positive correlation (0.883; $p > 0.05$). In other words, the increasing use of media by the public TVRI Southeast Sulawesi Station will increase the effect of the media setting agenda on the public. Similarly, in public conditions with a high level of interest in the issue, it shows a very strong and significant positive correlation (0.857; $p > 0.05$).

The high use of media by the public makes the public more often experience exposure to media content. Assumptions, exposure to high-intensity media content repeatedly in a certain time has a significant possibility of influence on the formation of public perception. Thus, the more often, long and large the amount of local mass media used, the higher the public gets important issues reported. The effect, issues presented or reported by the media with a certain emphasis and positioned as priority issues, will be perceived by the public with the same emphasis and priority. Conversely, in the public who have low levels of media use the correlation between the media agenda and the public agenda is less strong or weak (McComb and Shaw, 1972).

On the other hand, the high level of interest in the issue shows the high importance and relevance of the issue to the public, in this case issues about regional development in Southeast Sulawesi Province. That is, issues with a high level of interest because they can increase public knowledge and interest in various regional development issues, and have usefulness in public life. The public in this high level of interest group has a need for greater information related to regional development issues and ultimately encourages them to more actively seek information from various sources including local mass media. The assumption is that this boost in information needs will increase the intensity of media use higher. The high intensity of media use will make the public interact more often with the media and absorb information and have a high dependence on the media. The consequences of what the media, especially related to the public's need for certain information, will be more attention-grabbing and more absorbed than other information. Thus the possibility of issues that become media priorities also become public priorities becomes greater. In contrast, the public with a low level of interest in issues, has a low level of importance and relevance related to regional development issues.

Thus variable levels of media use, and variable levels of interest issues are variables that have a significant influence on the increasing power of the effect of media settings on the public. That is, the variable level of media use and the level of interest in the issue in this study has a theoretical status as a *specifying variable* or variable that details the relationship that exists between the media agenda and the public agenda. In conclusion, the relationship between the media agenda and the public agenda becomes more detailed and clear if it is located or occurs in groups of people who have a high level of media use and a high level of interest in the issue.

V. Conclusion

The variable level of media use and the level of interest in the issue in this study has a theoretical status as a *specifying variable* or variable that details the relationship that exists between the media agenda and the public agenda. The relationship between the media agenda and the public agenda becomes more detailed and clear if it is located or occurs in groups of people who have a high level of media use and a high level of interest in the issue.

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