

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 currently carrying out the General Election agenda for the President and Vice President, this agenda is held every five years and this year 2024 is an election year for the people of Indonesia to elect the leader of the country. so it is undeniable that not a few program content and news from the mass media, especially television, presents content about elections. Narasi TV also actively participated in reporting on these election issues by creating a special program about the 2024 presidential election known as the *Musyawarah* program. The uniqueness of the special program is the strategy in taking news issues about the 2024 presidential election which is quite different from most of the issues of the 2024 presidential election on the network list or other television stations. Based on this, the objectives of this study are: (1) To find out the role

of Narasi TV's creative team in shaping the media agenda on the issue of the 2024 presidential election; and (2) To find out what Narasi TV and the creative team expect from the public through the *Musyawarah* program. The research method applied in this article uses a qualitative research method, precisely the descriptive-qualitative method, by focusing on data from literature reviews from various references (scientific journal articles, books, and research reports) as a reference for analyzing how the Agenda Setting theory is implemented by the Narasi TV creative team on 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: (1) The existence of a special program on the issue of the 2024 presidential election, namely the *Musyawarah* program; and (2) The creative team's media agenda for the *Musyawarah* program with an effort to raise issues around the 2024 presidential election that are different from other mass media, which are often forgotten or missed but not less important. Otherwise, the hope of the Narasi TV creative team from the emergence of the *Musyawarah* program is to be able to become a real proof to help the audience in seeing the issues of the 2024 Presidential Election which are honest and neutral without taking sides with certain agencies or support groups even in the midst of the swift information hoaxes and have an undesirable negative impact on the wider community.

Keywords: television program, Narasi TV, *Musyawarah*, agenda setting, 2024 presidential election.

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.

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):

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. 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

Based on this 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. 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

Through this stage, 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).

2. 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):

- 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 :
 - 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. Thus, the results will be edited before broadcast.
 - Multi Camera Recording, is a recording done with several cameras on one scene that is being recorded with different compositions and image sizes.
 - 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.

- 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.
- b. 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.
- 3. 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 1.1 Content of Narasi TV “Musyawarah” Program



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:

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).

Methods

The study used a qualitative research method with a descriptive-qualitative approach (narrative). 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 (Harahap, 2020).

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 *Musyawah* 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).

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. 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. 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. 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.

Related to this, that other mass media are emphasizing their media coverage on the issue of the 2024 presidential election.

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. 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.

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. 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. Creating a different media agenda, in fact, according to researcher, can make this a special attraction for the general public. 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 :

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.

Conclusion

Based on the results of the researcher's literature review, the role of the creative team as a subject who initiates and designs the media agenda on the issue of the 2024 Presidential Election and has an important role to play a major role since the production process of the *Musyawarah* program. Although, in the final decision process in the formation of a program is not sourced from the creative team itself, all initial ideas both in the formation of a new program and the formation of content production also require ideas and research results from the creative team. In the opinion of researcher, if a mass media, especially television, is able to make a media agenda that wants to develop issues or news that is important and becomes a byword in the general public, then the creative team plays a role and holds full responsibility.

Because all things, both in the form of ideas and the basic production process, are done by the creative team, when television as a mass media can design the frame of mind of the general public and regulate public opinion, then the television must find a capable and qualified creative team to provide good and mature results to make the general public think with

the program content they read, see, and hear. Based on this, researcher conclude that Narasi TV's media agenda on the issue of the 2024 presidential election is different from other mass media, which is often overlooked but no less important.

Narasi TV designed a special program on the issue of the 2024 Presidential Election, namely the *Musyawah* program with the hope that the general public will get detailed, clear information, and not be consumed by hoaxes, and get an overview of the 2024 Presidential Election that can be consumed by all ages, whether it is teenagers, adults, or the elderly. *Musyawah* is present as an intake or media distribution of information needed by the audience to provide clear public opinions and views without being bound by political interests, and become a 'friend' for the community in finding accurate and detailed information. So, this expectation is in accordance with the review obtained based on the literature study, namely in terms of comments on the Instagram social media accounts @narasi.tv and @narasinewsroom regarding the *Musyawah* program from the public, the majority of which contain positive comments.

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