Indonesian Government's Communication Messages on Covid-19 in the Perspective of Intermedia Agenda-Setting

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ABSTRACT

The development of media towards digitalization has an impact on every field, including the public communication messages conveyed by the government, especially during the Covid-19 pandemic. It caused various responses from the public. The use of agenda-setting theory is considered quite adaptive in facing the changing times, and even in the digital era like today. This happened to the Indonesian leader who wrote a tweet about the New Normal in several fields as solutions facing the Covid-19 pandemic. Community responses related to Responses to Local Governments, Economic Issues, and Health Protocols were measured by big data analysis by using the IMM system for online media analysis and the ISA system for Twitter analysis. The results show that the intermedia agenda-setting or the transfer of issues from online media to Twitter happened on government public communication messages on the topic of New Normal and vice versa. However, discussions on Twitter about Local Governments led to discussions on online media and reports on Twitter about Economic Issues caused coverage on online media only. Those results had no responses from online media to Twitter. In addition, on the issue of Health Protocol, each agenda on online media and Twitter differed from one another.

Keywords: *Government messages, intermedia agenda-setting, online media, public communication, Twitter.*

INTRODUCTION

Communication is the process of delivering messages from one person to another to convey information or change attitudes, opinions, or behaviour, either directly (verbally) or indirectly (through media). Over time, the development of media as a means of communication has increasingly varied, for example, the existence of online media and social media. Both functions to disseminate information on a large scale without having to meet face to face. This became the choice of the Indonesian president, Joko Widodo, in communicating with the public, especially during the Covid-19 pandemic, which then received various responses from the public.The Covid-19 outbreak in Indonesia in early 2019 caused various responses from the Indonesian people. The government has taken all measures to overcome the panic experienced by the people, starting from the provision of medicines, personal protective equipment (PPE), masks, and hospitals. Gradually, the Covid-19 outbreak slowed down and the Indonesian president through his social media delivered a statement regarding the public's attitude in dealing with the Covid-19 case which was written in the status column of his Twitter account @Jokowi on May 7, 2020. The statement was as follows:

> Until the effective vaccine is discovered, we must live in peace with Covid-19
> for several times to come. From the start, the government chose a policy of
> Large-Scale Social Restrictions, not a lockdown. With Large-Scale Social
> Restrictions, people can still carry out their activities, but limited.

Figure 1: The status of President of Republic of Indonesia at Twitter account @Jokowi on May 7, 2020

In this regard, Bey Machmudin, Deputy for Protocol, Press, and Media of the Presidential Secretariat, said that this clause had a meaning in relation to the president's request for the public to make peace and adapt to the coronavirus (Covid-19) which was still endemic in Indonesia in the last two months at 2020 (Ihsanuddin & Kuwado, 2020). In addition, Bey also added that adjusting to the presence of Covid-19 was an effort to prevent the transmission of Covid-19 by continuing to carry out government appeals and regulations. Therefore, the spread of Covid-19 did not expand by doing some prevention, namely by washing hands, wearing masks, and keeping your distance from the crowd (Sujoko, Haboddin, & Afala, 2022). Many responses emerged from the public through Twitter showed a very close relationship between mass media as an official channel and social media as a means of expression. This response arose from the public's need for the latest information about the pandemic hitting Indonesia.

The context of President Jokowi's statement through his Twitter account was an emergency policy that was decided related to the pandemic condition for which at that time no solution could be implemented. Besides that, this became a true-fast action from the government since the public needs the government to take action in facing the Covid-19 pandemic before a vaccine would be found. Therefore, the President said that people must be willing to live in peace with Covid-19 as a new way of life in the future.

The response to this statement was not an exaggeration, considering that the curiosity of the media and the public regarding the development of the Covid-19 pandemic condition in Indonesia is very large. This is because its appearance at the end of December 2019 in the city of Wuhan, China, Covid-19 was not expected to have a significant impact globally by many parties, ranging from high-ranking government officials, health experts, to the public. However, in a relatively short time, the virus spread very quickly to more than 200 affected countries (Aida, 2020), one of which is Indonesia.

LITERATURE REVIEW

According to (McCombs & Valenzuela, 2021) the realm of intermedia agenda-setting is a research area that has been extensively explored due to the impacts of the development of the media towards digitalization. They also explain that the use of agenda-setting theory from the beginning to the present had undergone many developments, so that this theory is considered quite adaptive in facing the changing times, and even in the digital era. Another concept is stated by (Vargo et al., 2017) that the core concepts of agenda-setting theory are agenda objects, agenda attributes, and salience transfer between agenda pairs. Those core concepts are at the first and second level agenda-setting.

The first level emphasizes the frequency of the news media, which mentions and includes objects (e.g. issues and public figures) largely determining which objects are considered important to the public. In this case, the media determines the public salience of the object or attribute. When certain issues are raised on a large scale, it can be interpreted that the issue is important, even though the audience may have different opinions. Meanwhile, the second level focuses on attributes describing particular issues, and asserts that salience attributes can also be transferred from the media to the public agenda. Often compared to framing, this agenda-setting shows that the media dictate how an issue is thought through selection and placement in news stories focusing on certain attributes (McCombs et al., 2004).

The impact of agenda-setting is not limited to news and audiences. Intermedia agenda-setting is a widely used theory to discuss the interactions between different types of media and whether certain media influence each other. Research on this theory has been around for a long time and continues to grow. White (1950, cited in Kim et al., 2016) was an early researcher who used intermedia agenda-setting through news investigations selected by Mr. Gates, editor of a news agency in the Midwest of the United States. White's findings show that there is a positive relationship between news selection in newspapers and national news agencies. Since then, there has been a lot of literature supporting White's findings. In particular, Snider (1967, cited Kim et al., 2016) found a significant correlation of Gates' news selection, newspapers, and news agencies.

More than three decades, intermedia agenda-setting research according to Harder et al. (2017) have provided valuable insights into the dynamics of news and the importance of different media and platforms from spreading news through the news atmosphere. This research tradition begins with the traditional news media, often with the aim of identifying "opinion leaders" media whom all other media appear to be looking for as their guide. In this case, according to research by Walgrave et al. (2007), well-known newspapers are often proven to lead issues that develop on radio, television, magazines, and other newspapers.

Previous research reveals that intermedia agenda-setting is also concerned with measuring the extent to which news content transfers between different media. Some journalists tend to let their reporting decisions be guided by the coverage of their colleagues on other news channels (Atwater et al., 1987; Breed, 1955). This "co-orientation" between different news channels has an economic and sociopsychological basis, following up on or simply replicating other people's contents ("churnalism"). Although journalists have been trained to report newsworthy news, they often look to other journalists' reports to validate newsworthiness (McCombs et al., 2004). This often causes problems of homogeneity of issues in reporting in various media giving the strong influence of digital channels on public priorities (McCombs & Valenzuela, 2021)

On the other hand, the internet and digital technology have had a huge impact on the news industry. Not only from a business perspective, but also the way news is created, presented, and circulated has changed dramatically as a result of the introduction of news websites, social media, and the mobile internet. The contemporary news environment that has been generated by the internet is known as "hybrid", "ambient", and "liminal" (Harder et al., 2017). Most intermedia agenda-setting research focuses on the way mass media agendas influence one another. For example, the agenda of newspapers to TV news, elite media to media that are not so elite, conventional media to social media, and so on.

The characteristics of a media can now be displayed in other media. For example, video clips that are usually viewed from television, can now be viewed on online news media, YouTube, Twitter, and even WhatsApp applications. Information no longer comes from conventional media such as television, print media, online media, but can come from tweets on Twitter, posts on Facebook, or YouTube. This condition has changed the perspective of journalists because they must compete with other media, including social media, since anyone can become a journalist. The subject of determining the power of media becomes the main question, and it is at this point that the intermedia agenda-setting grows wider with the coverage of various media and comparing the effects of them.

Of all social media, Twitter is one of the most frequent and highest media in providing information that is immediately spread to the public very quickly, so does the online media. Twitter is defined as a service for friends, family, and co-workers to communicate and stay connected through rapid and frequent exchange of messages in the form of text, links, photos, or videos. Therefore, it is not surprising that Twitter can be called a public space.

In connection with various conversations that occur on Twitter, an issue can be raised in a long time because it is still getting responses from other internet users. Posts that appear on Twitter are often a snippet of news in online media and a response to a media post in a Twitter media account. The size of a conversation on Twitter really depends on the topic of the conversation that is raised. In this case, the Twitter agenda affects the number of conversations on the Twitter page. If the conversation is interesting, the conversation will get a big response. If it is not interesting, it will receive a few responses or even no response by other internet users.

The situation related to the Twitter agenda is further strengthened by the existence of Twitter facilities in the form of trending topics (topics that are trending or of interest to internet users), hashtag (tags, in the form of words or sentences that start with a hash mark to indicate a topic that is being discussed and if internet users want to follow the conversation about a specific topic can searched for that hashtag in the search box), and retweet (repost a tweet). This phenomenon makes Twitter's agenda more massively used among internet users and causes a spike in conversations to occur quickly. Twitter agenda can be formed if you have the same thoughts or opinions among internet users expressed by other users. If this happens, internet users often retweet, create trending topics, and create a hashtag to defend their opinions, and at the same time expand their point of view on their personal account pages.

Indonesia is one of the largest Twitter users in the world. In 2020, the number of daily active Twitter users reached 166 million, an increase of 24% from 134 million in 2019 (Jati, 2020). In several studies that have been conducted in Indonesia, Twitter is one of the social media conversation networks that has quite an impact in influencing the political map from year to year (Kusuma, 2015). While conducting research on the use of Twitter in the 2014

presidential election. A member of the Press Council, Nezar Patria, considered that social media could be a new public space for sharing information, dialogue, and discussion – which ultimately influenced public perceptions and preferences in the 2014 presidential election.

Online media (network media, online) is information media that moves in the form of a website because it is a new development, the website is known as the new media vis-a-vis conventional media - newspapers, magazines, radio, and television. The way online media journalism works is not much different from conventional media. The Cyber Media Coverage Guidelines issued by the Press Council define cyber media, in this case online media, as "all forms of media that use the internet and carry out journalistic duties and fulfil the requirements of the Press Law and Press Company Standards that are determined by the Press Council" (Romli, 2018). Thus, journalistic standards in online media remain a concern.

The agenda-setting theory develops so fast that all information is often spread without going through filtering. One of them is a tweet written by the President of Indonesia, Joko Widodo, regarding the new normal that would be implemented by the government to prevent the spread of Covid-19. However, the short tweet received various responses from the public. The topic of the role and movement of the government in preventing and stopping the spread of Covid-19 in 2020 received great attention from the public because the public also wanted a quick solution for this.

Based on the article on Google Scholar application, research on intermedia agenda-setting between online media and Twitter using big data has so far not been widely found in Indonesia. Considering the importance of the issue and previous conducted studies, this study focused on the intermedia agenda-setting in online media and Twitter in response to the Indonesian government's public communication in the New Normal. Thus, it is not surprising that this topic has high excitatory power for the community and causes this study to conduct to determine the intermedia agenda-setting or the transfer of issues from online media to Twitter on government public communication messages on the topic of New Normal and vice versa.

METHODOLOGY

This study used correlational quantitative research using various statistical analyses, various measuring tools, data processing, and content analysis (Rakhmat & Ibrahim, 2019). Correlational analysis aimed to examine the extent to which variations in one factor are related to other factors. This was referred to as simple correlation because it only connects two variables (Rakhmat, 2019) by fulfilling four conditions, namely association, time priority, actual relationship, and rationale. Besides that, it was used to analyse the degree to which varieties in a single element relate to different variables by utilizing different factual examinations, estimating instruments, data processing, and content analysis. It also used big data analysis by using the Intelligence Media Management (IMM) system for online media analysis and using the Intelligence Socio Analytics (ISA) system. Both worked 24 hours in real time, automatically, with robots completing media observing to gather content via social media. The former would obtain results immediately based on developing trends, influencers, media reporting, sentiment towards an issue/character, and priority issues leading to recommendations and the most effective media campaigns. The latter would obtain results based on ongoing trends, influencers (actors), sentiments, emotions, conversation networks, locations, profiles, and priority issues (Amar et al., 2019).

To figure out the intermedia agenda-setting connection between online media and Twitter, this study analysed the content from Twitter and online media coverage published in the same period, 1-31 May 2020, as the time when the term New Normal began to be conveyed to the public by the Indonesian government, using Granger causality. The raised issues in various online media reports were the operation of the media agenda. Meanwhile, the Twitter issue was defined from a collection of various conversations about the New Normal, both tweets that mention the word New Normal and retweets from other influencers' tweets.

During this period, 44,602 news stories from 1,883 Indonesian language online media were found, while Twitter conversation data reached 354,286 conversations from 162,574 accounts. The keywords of this data collection are specifically for Indonesian language conversation, namely "*New Normal, kenormalan baru, normal baru*", and selected. All news data was collected by Clipper Engine, to perform data retrieval automatically by using machines, control systems, and information technology. Its results were stored in the Knowledge Repository for specific purposes (Amar et al., 2019). To test the validity of the data on sentiment, this study conducted a random selection of 380 selected tweets, not bot tweets nor media tweets. Some of them were incomplete tweets. The last option would get results in light of progressing patterns, forces to be reckoned with (entertainers), opinions, feelings, discussion organizations, areas, profiles, and need issues (Amar et al., 2019).

This study used analytical assistance using big data to monitor all news in Indonesia and conversations originating from all parts of Indonesia. All data during the research period had been collected in the IMM and ISA systems which can be reviewed over time.

RESULTS AND DISCUSSION

Based on the measurement results from the calculation of news coverage on online media using the IMM system, there are 44,603 news stories from 1,883 Indonesian-language online media reporting on government public communications on the New Normal topic. The number of reports is population data taken from 6,000 online media included in the IMM system. This finding also shows that not all Indonesian-language online media choose the topic of New Normal on their agenda.

Graph 1 shows the number of dominant issues raised through agendas in Indonesian-language online media in the time series from May 1-31, 2020. The news about the New Normal looks quite consistent from the beginning of May to the end of the month. Based on the dominance of issues in the time series, the media has made the topic of New Normal a part of the media agenda. The graph also shows an increase in the number at certain times as a reaction or media response to various things related to the New Normal. An increase in the number of reports occurred on May 26, 2020, until a few days after.
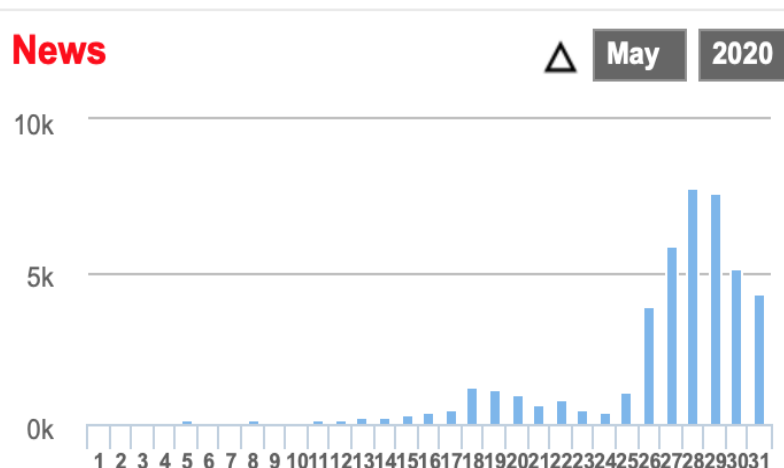
Graph 1: The volume of media coverage
Source: Media Intelligence Management System (IMM)

Meanwhile, the increase in the dominance of news (salience issues) during the research period has occurred consecutively since May 26, 2020. The factor resulting in the increase in the dominance of the agenda was the official statement of President Jokowi. Quoted by detik.com (26/5), President Jokowi stated, "*Dengan pemberlakuan protokol New Normal ini, pemerintah ingin kegiatan ekonomi kembali bergerak namun protokol kesehatan tetap dilaksanakan guna mencegah penularan virus Corona* (With the implementation of the New Normal protocol, the government wants economic activities to resume but health protocols are still implemented to prevent transmission of the Coronavirus)" (Hamdani, 2020). The media provides a large enough space for the agenda-settings that are raised in response to President Jokowi's activities.

Measuring the dominance of the agenda on Twitter can be seen from the high reaction or response from internet users regarding the New Normal topic. Conversation measurements are carried out using data crawling from the big data technology of the ISA system. The existence of the agenda on Twitter can be seen through the dominance of conversations related to New Normal in the research period from May 1-31, 2020. The data findings show that the number of conversation data that mentions the word New Normal is 432,108 conversations (tweets) from 162,574 accounts.

Graph 2 shows the number of first-level issues or agenda-setting dominance in the time series from 1-31 May 2021. This dominance can occur due to original posts or retweets by internet users against posts that are considered interesting or the opinions of other internet users are approved. The data shows that there are daily activities when internet users give their opinions on the Twitter page regarding the New Normal policy. This opinion mostly contains responses to reports on online media and comments on online news coverage or other internet users' posts.

The spike in the agenda on Twitter occurred starting on May 18, 2021, in response to the statement of readiness to implement the New Normal policy delivered by the President, which continued with Eid or religious conversations ahead of Eid al-Fitr which was carried out before the opening of the New Normal. The peak series of conversations occurred on May 26-28, 2020, at which time President Jokowi was reviewing the implementation of the New Normal at the Bundaran HI MRT Station and Summarecon Mall, Bekasi. This high level of conversation shows that internet users are paying attention to the President's policy agenda

regarding the adaptation of a new life (New Normal). As can be seen in Graph 2, the spikes in these conversations indicate an ongoing agenda on Twitter.
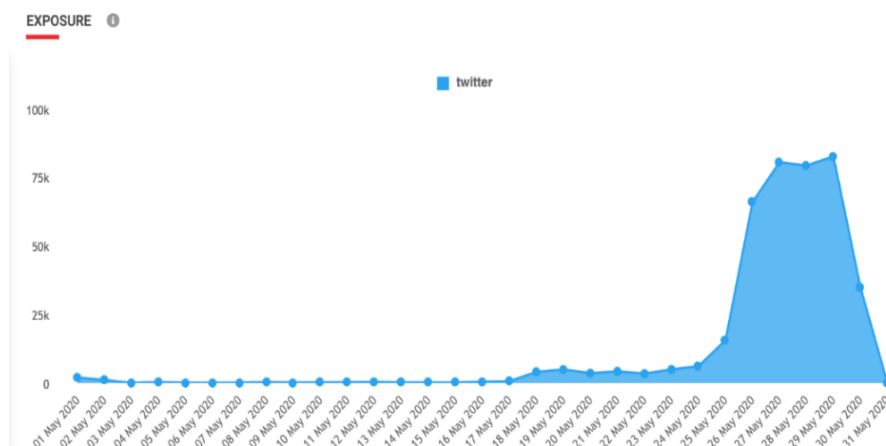
Graph 1. The volume of conversation on Twitter
Source: Intelligence Socio Analytics (ISA) System

The events that occurred throughout the month of May 2020 which are associated with the discussion of the New Normal can be seen in Table 1. When discussing the New Normal policy in time series, almost every day an agenda is formed, both online and social media. Thus, answering this question requires the three largest agendas from the two platforms to find out who is driving the agenda. To find out the existence of intermedia agenda-setting online media and Twitter, a measurement tool is needed in the form of the Granger Causality test. This test is used to analyse the causal relationship of a variable to another variable, or vice versa (Kurniawan, 2019). The results of the analysis show a subject that influences the media agenda: online media coverage or Twitter.

The general formula for Granger causality (Purnomo, 2001) is as follows:

$$X_t = \sum_{i=1}^{m} a_i X_{t-i} + \sum_{j=1}^{m} b_j Y_{t-j} + \mu_t$$

Information:
X_t: Exposure (domination agenda/issue) Twitter
Y_t: Exposure (domination of agenda/issues) online media
M: number of lags
_t: error

The Granger causality test was carried out on the three largest data related to the dominance of the agenda in online media and Twitter. This dominance is indicated by the number (volume/exposure) of news from online media and conversations on Twitter. In the Granger causality test, lag 1 is used with the consideration that issues on online media and Twitter are very dynamic and very fast (reactive to an issue, the delay will never be long, especially in the digital era). The three issues compared are: response to local governments, the economy, and health protocols.

a. Response to Local Government

The test results on the issue of Response to Local Government on the New Normal topic produced a probability value of 0.0002 or less than 0.05 in the hypothesis (H0) stating that Twitter did not cause online media, so the decision taken was to reject H0. Testing the hypothesis was that online media does not affect Twitter with a probability value of 0.0554 or greater than 0.05, so the decision was to fail to reject H0.

Based on the decision on the two hypotheses, it can be concluded that in response to local governments, discussions on Twitter led to (Granger Cause) discussions on online media, but not vice versa.

Table 1: Granger causality test on local government response issues

Null Hypothesis	Obs	F-Statistic	Prob.
Twitter does not Granger Cause Online Media	30	18.0262	0.0002
Online Media does not Granger Cause Twitter		4.01062	0.0554
Pairwise Granger Causality Tests			
Date: 04/18/2021 Time: 20:52			
Sample: 131			
Lags: 1			

b. Economic Issues

The probability value generated in testing the hypothesis was that the discussion on Twitter about economic issues did not cause news in the online media to be 0.0189. This probability value was less than 0.05, so the decision taken was to reject H0. Testing the hypothesis was that news in online media did not cause discussion on Twitter with a probability value of 0.3586 or greater than 0.05 so that the decision taken was to fail to reject H0.

Based on the testing of the two hypotheses, it can be concluded that news on Twitter led to (Granger cause) reports on online media, but not vice versa.

Table 2: Granger causality test on economic issues

Null Hypothesis	Obs	F-Statistic	Prob.
Twitter does not Granger Cause Online Media	30	6.23611	0.0189
Online Media does not Granger Cause Twitter		0.87216	0.3586
PAIRWISE Granger Causality Tests			
Date: 04/18/2021 Time: 21:42			
Sample: 131			
Lags: 1			

c. Health Protocol

Health Protocol was the highest agenda (issue) dominance among online media and Twitter. Reports and conversations about this issue were very high and consistent between the two media. Based on the Granger causality analysis test, the probability value of the Health Protocol issue generated by hypothesis testing stated that Twitter did not cause discussion on online media and the hypothesis that online media did not cause discussion on Twitter was greater than the significance value (α = 0.05). The decision taken against the two hypotheses was to fail to reject H0, meaning that on this issue, discussions on online media and Twitter did not affect (Granger Cause) each other.

This shows that on the issue of Health Protocol, the agenda of each media, namely online media and Twitter, was different from one another. One of the reasons was because the issue of health protocols has emerged since March 2020 with quite massive socialization

on online media to the public. The level of public awareness itself was relatively higher considering the condition of Covid-19 was developing rapidly in their environment. Besides that, there was no information about the direct solution to cure the Covid-19, except its prevention by implementing Health Protocols.

Table 3: Granger causality test on health protocol

Null Hypothesis	Obs	F-Statistic	Prob.
Twitter does not Granger Cause Online Media	30	0.85517	0.3633
Online Media does not Granger Cause Twitter		3.50535	0.0720
Pairwise Granger Causality Tests			
Date: 04/18/2021 Time: 20:52			
Sample: 131			
Lags: 1			

An important note from this finding is that there were three biggest issues in online media and Twitter which are the same issue in order. They directly addressed the deepest side of society at a time of need for information about the pandemic. However, this finding shows that Economic Issues and Response to Local Government to the New Normal policy were caused by public opinion through Twitter which was then raised in online media. Meanwhile, issues related to Health Protocols did not affect each other, even though they both talked about the same thing.

Of many issues that appeared during the Covid-19 pandemic, the Economy and Local Government responses were issues that connect the community (internet users) with other parties, in this case the government and local government policies. Besides that, these issues can be said to have a direct impact on human life, especially in the pandemic era. Therefore, public opinions written on Twitter related to these issues had influenced the agenda and also resulted in an online media agenda.

This reinforces the opinion of Groshek and Groshek (2013) stating that agenda-setting was no longer understood as a top-down process from mainstream print and broadcast media to the public, but also as a dynamic process, which under certain conditions, public statements in the online space can give shape and definition to the media agenda and policy among the public. In this situation, Metzgar and Maruggi (2009), Sayre et al. (2010), Neumann et al. (2014), and Conway et al. (2018) stated that social media can be used as a tool by politicians and the public to communicate agendas which, in turn, shape the media agenda.

Research conducted by B. Lee (cited in Kim et al., 2016) had shown that the internet with the ability to inter-activity was able to open two-way communication between politicians and the public. The increasing number of internet users – people who actively participate in communication activities to seek information, express views, discuss issues, and build their own communities – also influences the agenda-setting process by setting agendas online and being seen by others as issues in the saline one.

Research conducted by Conway-Silva et al. (2018) on political campaigns in America in 2012 also showed similar findings, where the influence between Twitter and well-known newspapers in America was generally reciprocal. Conway stated that Twitter has the resources to select media information selectors (media gatekeepers), which serve as new sources for journalistic content. The findings of this study referred to almost the same conclusion, namely that public opinion on Twitter was able to influence and lead the agenda in online media. This was often referred to as the reverse agenda-setting phenomenon, where

community activities could place them in a position that determines the media agenda (Karman, 2019).

The reverse agenda-setting phenomenon presents a full cycle and suggests that society, long seen as the lowest-level player in agenda-setting, could influence the news media (McCombs et al., 2004). The existence of new media as a channel of public opinion and expression has been able to influence an agenda-setting process. As stated by Towner and Dulio (cited in Conway et al., 2015), an open Twitter platform has been promoted to facilitate the interaction of politicians with the public. In this case, public complaints, aspirations, or opinions related to news that are very closely related to their daily lives (the economy and local government policies related to central policies) become the agenda setters in the online media. On the other hand, according to Parmele (2014), reporters describe Twitter as a resource for collecting data, increasing public outreach, and following the activities of well-known news sources as part of agenda-building.

In connection with this finding, the question regarding the intermedia agenda-setting of online media and Twitter in government public communications on the topic of New Normal had been answered. It can be concluded that Twitter was the leader of issues regarding the Economy and Response to Local Governments since the discussions on Twitter about those issues influenced the discussions on online media. Meanwhile, the issue of Health Protocols has its own set of issues in separate agenda: Twitter and online media. There was no influence between them).

CONCLUSION

The result of this study revealed the existence of intermedia agenda-setting or the transfer of issues from online media to Twitter and from Twitter to online media in government public communication messages on the topic of New Normal. This finding shows significantly about the pattern of relations between the agendas of the two media (intermedia agenda-setting) and the subject that is the leader of the issues on the two platforms. Granger's analysis shows different results on the three biggest issues in online media and Twitter. On the issue of Response to Local Government and Economic Issues, discussions on Twitter have led to the Granger Cause in online media, but not vice versa. Meanwhile, on the issue of the Health Protocol, the decision taken on the two hypotheses failed to reject H0. This means that the discussion of the Health Protocol issue on online media and Twitter does not affect each other (Granger Cause).

This finding strengthens the intermedia agenda-setting analysis where there is an influence between one media and another, namely online media and Twitter. Online media can influence the agenda on Twitter, and vice versa. An important note is that Twitter can shape an agenda which in turn influences the online media agenda. The trigger factor is the existence of reverse intermedia agenda-setting, which are issues that are very close to internet users that are sentimental, considered controversial, touching from the emotional side of internet users, and lack of 'space' in forming the government agenda that is raised through the online media, especially if the case has an impact for the human life.

BIODATA

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