

Understanding agenda setting through the use of documentary film “sexy killer” in 2019 Indonesian Presidential election = Memahami agenda setting melalui penggunaan film dokumenter “sexy killer” di pemilihan Presiden Indonesia tahun 2019

Rafalya Rahma, author

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Abstrak

Film dokumenter menggambarkan dan meliput realitas, dalam era media massa dokumenter dapat dimanfaatkan sebagai alat untuk menyelidiki, memicu diskusi terbuka tentang isu-isu terkini dan membayangkan dampak pengetahuan dan produksi. Agenda setting adalah sebuah konsep yang telah digunakan di politik dalam mengatur informasi mana yang dianggap paling penting bagi publik. Dengan penggambaran realita, dokumenter dapat membentuk opini publik yang dapat digunakan sebagai alat penyusunan agenda. Film dokumenter Sexy Killer dirilis di Youtube, 14 April 2019 disaat suasana pemilihan presiden 2019. Film tersebut menampilkan apa yang ada di balik industri pertambangan batu bara dan efek sampingnya terhadap lingkungan dan masyarakat serta mengungkap beberapa tokoh politik termasuk kedua pasangan calon presiden. Melalui penelitian sekunder, studi pustaka dokumenter, dan menganalisis artikel berita, makalah penelitian ini bertujuan untuk memahami pengaruh agenda setting Pilpres 2019 dan apakah film dokumenter dapat dikategorikan sebagai upaya agenda setting.

.....Documentary film depicts and covers reality, in this era of mass-media documentary can be utilised as a tool to investigate, trigger open discussion of current issues and imagining impact of knowledge and production. Agenda setting is a concept that has been used in politics as it sets which information is perceived most important to the public. With its depiction of reality, documentary can mold public opinion which can be used as a tool of agenda setting. The documentary film Sexy Killer was released on Youtube, April 14th 2019 during the 2019 presidential election atmosphere. The film shows what is behind the coal mining industry and its side effects to the environment and the community and exposes several political figures including the two presidential candidates. Through secondary research, literature review of the documentary and analysing news articles, this research paper aims to understand the effects of agenda setting in the 2019 presidential election and whether the documentary can constitute as one.