

ABSTRACT

The documentary movie titled "Dirty Vote" with a political theme, released by Joni Aswira on YouTube ahead of the 2024 Indonesian presidential election (Pilpres), garnered significant attention from the public, even trending at #1 on Twitter. In this context, there is a strong relationship between the media agenda and the public as the audience, with discussions on issues that become the public agenda. A theory explains the influence of the media agenda in determining the public agenda. Proposed by Maxwell McCombs and Donald L. Shaw through their research in 1972, the Agenda-Setting Theory states that what is considered important by the media will become important to the public. This research aims to determine the relevance of the Agenda-Setting Theory to the "Dirty Vote" documentary for the citizens of Bandung ahead of the 2024 Pilpres. The research method used is mixed methods, combining qualitative methods to obtain information related to the media agenda of the "Dirty Vote" documentary and quantitative methods to analyze the public agenda of Bandung residents. The results of this study indicate that the media agenda of the "Dirty Vote" documentary plays a role in influencing the public agenda of Bandung residents. Therefore, the Agenda-Setting Theory tested on Bandung residents is relevant to the "Dirty Vote" documentary ahead of the 2024 Pilpres.

Keywords: *Dirty Vote Documentary Movie, Agenda Setting Theory, Media Agenda, Public Agenda, Presidential Election*