

ABSTRACT

This study aims to determine the influence of the media agenda on the public agenda in Mata Najwa program with the object of research students of Communication Telkom University class of 2010 - 2013 as a potential first-time voters ahead of the presidential elections of 2014. This study uses the agenda setting theory to analyze the influence of the media agenda Mata Najwa the Metro TV on the public agenda Telkom University of Communication Sciences students ahead of presidential elections in 2014. this study aims to determine how much influence on the media agenda to the public agenda students of Communication Telkom University class of 2010 to 2013 to analyze Mata Najwa program on Metro TV ahead of presidential elections 2014. the independent variables studied were the media agenda impressions Mata Najwa program in which all respondents are given questions via a questionnaire consisting of three sub - variables: visibility, audience salience and valence. While the dependent variable studied is the public agenda Telkom University student majoring in Communication Studies with the following indicators : familiarity, personal salience and favorability. The population in this study is Telkom University student majoring in Communication Studies from batch 2010 - 2013 and the samples was 288 respondents using nonprobabillity sampling technique. To determine potential respondents authors using purposive sampling method. The data analysis technique used is Method Of Successive Interval (MSI), Coefficient of Determination, Normality Test, Simple Regression Analysis and Testing Hypotheses. After an examination of the individual - each variable, the respondents gave a positive response that the agenda of the media has a significant impact on the public agenda where the total influence of the media agenda variable (X) on the public agenda variable (Y) is 42.4%, while the remaining 57 , 6% is a variable that is not research.

Keywords: agenda setting, the media agenda, public agenda, Mata Najwa, Telkom University