

Title of current research project :

“Why Jokowi won the 2014 presidential election in Indonesia?”

Comparative study between EU and Indonesia: Two Levels of Agenda Setting Theory”.

Abstract:

Particularly, only members of the political and military elite have been elected as presidents in Indonesia. The new president, Joko Widodo (known as Jokowi) is the first leader from outside the establishment of political habits to be elected directly by citizens. This study had two goals: to explain why Jokowi won the election with 53.15% votes by using the agenda setting theory. Also, to compare study case between Indonesia and Europe (Spanish and Greek) elections. The agenda setting literature always links to the political campaigning and marketing. The term has been widely used in Western countries such as USA and Europe, there is no previous empirical research on agenda setting in Indonesia. This theory belief news media have a significant influence in the selection and perception of issues in political campaigns. Recently, the mass media effects have to expand to include online newspapers and new media as well. Results of this study contributes the evolution of agenda setting theory. Similar to the Europe elections, there are two levels of agenda setting happened among news in the 2014 presidential election in Indonesia. Firstly, setting public issues. Secondly, setting public agenda. The differences, the actors who sets out the agenda. Similar to other democracy countries, in Europe mostly candidates and the political parties themselves who sets out to construct an agenda to influence elections. While, in Indonesia the media have more power to sets out the public issues, then impact on public participation among citizens. These phenomena contrasted the agenda setting literature have been used widely.

Keywords: Agenda setting, political campaign, parties, public agenda, Indonesia, Spanish and Greek.