

Jurnal Pewarta Indonesia

Volume 5 No 2 – 2023, page 131-141
Available online at <http://pewarta.org>

The Effect of Reading Intensity on Perception of SARA Issues Frame News Tolikara Papua on July 17, 2015

Rizki Hidayat^{1*}, Flora Meliana Siahaan¹, Deddy Irwandy²

¹University of Bina Sarana Informatika

Jl. Kramat Raya No.98, Senen, Jakarta 10450 - Indonesia

²Institut Komunikasi dan Bisnis LSPR

Jl. K.H Mas Mansyur, Kav. 35, Jakarta 10220 – Indonesia

*Corresponding author: rizki.rhq@bsi.ac.id

DOI: <http://dx.doi.org/10.25008/jpi.v5i2.142>

Submitted: August 11, 2023; Revised: September 09, 2023; Published: October 30, 2023

Abstract

This study aims to explain the effect of the intensity of reading news at metrotvnews.com on the attitude of the reader, to clarify the attitude of the reader toward reader perception about the news of Tolikara, Papua 17 Juli 2015. One of the factors that influence the credibility of the media is the intensity of journalists in reporting news. The effect of uncertainty of the news will make ambiguity of public perception. Data were obtained from 100 populations, using the nonprobability sampling technique model of purposive sampling. The results showed that the intensity of reading news on Metrotvnews.com had an effect of 0.327 or 32.7% on reader attitudes. The reader's perspective affects the reader's perception of the Tolikara news frame by 0.546 or 54.6%. Readers' attitudes modulate the impact of news intensity on readers' perceptions by 0.375, or 37.5%. This study concludes that cyber media still have an impact on agenda setting against the reader. Proved there is a significant relationship between the intensity of reading news and reader attitude to reader perception, it can be said that the longer individuals are exposed to an issue, so people will be affected by the agenda setting. Therefore, the media in covering the news must be impartial (covering both sides) and the principle of neutrality in the preparation of news.

Keywords: *News framing, agenda setting theory, cyber media, attitude, and perception*

Introduction

The election of Joko Widodo (Jokowi) as president in 2014 promises a bright future for the life of religious tolerance and pluralism in Indonesia, because of his remarks during the campaign that he will fully support pluralism and reject all kinds of inclusiveness against religious radical elements. However, the irony is that not even one year of Jokowi-JK's leadership has been in office, some intolerance conflicts in the country have colored national newspapers, from print media, and electronic media to cyber media, as happened in the Tolikara incident, Papua 17 July 2015.

Kompas.com and Metrotvnews.com were recorded as the first cyber media to raise the Tolikara issue to the surface, namely at 09.46 and 09.59 WIB.

Kompas.com chose the news title *Dozens of Kiosks and Residents' Houses Burned by Unknown Mobs*, while metrotvnews.com was found to have changed the news which was originally titled *When Imam Takbir First, a Group of People Came and Throws Mosque in Tolikara*, to *Mass Rampage Happens in Tolikara*, followed by other cyber media such as tempo.co.id, okezone.com, and sindonews.com. Cybermedia seems to take advantage of their advantages to compete in packaging their news to quickly publish from competitors. Among the cyber news sites in Indonesia, metrotvnews.com has been in the spotlight of remotivi.or.id as a cyber media supervisor, in that case, remotivi.or.id assessment of the metrotvnews.com news that does not use even one source is very

unfortunate, especially after that. After the Tolikara incident, there was a backlash, such as the raiding of the Bible Church in Solo and the intimidation of burning the doors of the Javanese Christian Church in Purworejo. In this case, the media, which should be used as a public reference to review the case clearly, has made things worse, especially in cyber media (Remotivi, 2015).

On July 17, 2015, at 09.00 local times, hundreds of Muslims performed the Eid prayer, a holy Muslim celebration held at the end of the month of Ramadan. The Papuan Tolikara community flocked from the area to carry out worship in congregation at the Koramil Field, Tolikara. However, before praying, hundreds of Muslims who surrounded the only mosque in Tolikara were pelted with stones and even the sound of guns was unexpectedly whirring (some media reported that the bullets from the rifles were from the police, but the police denied this) (Tempo.co, 2015).

According to National Human Rights Commission (Komnas HAM), there were 20 cases of violations of freedom of belief and religion in West Java in 2015. In 2015, the number of complaints regarding violations of rights related to freedom of belief or religion was 87 cases. That number is up from last year's 74 cases. Broadly speaking, the most prominent forms of violations relating to places of worship, ranging from prohibitions on construction, use, and sealing to self-injury (Republika.co.id, 2016).

The Press Council also stated the same thing, in 2011, unbalanced news was the main violation of the code of ethics that often occurred in cyber news portals. The data shows that at least 30 cases have been found and proven legally violating the regulations. Based on the findings of the Press Council, an indication of the main cause is the need for information as quickly as possible, wanting to be ahead of competitors. Not a few media are then trapped in competition, thus making them not consider the effect of the news, only looking at the rating factor alone (Beritasatu.com, 2012). With the development of science and technology in the industry and media regulation, the

discourse of public trust is also getting stronger, as if placing the position of cyber media as a challenge as well as an opportunity to seize the throne as the fastest and actual information provider. Cybermedia classified as new media or new media may be able to present news faster, and reach a wider audience, but they are not always able to provide balanced news and coverage.

Balanced coverage is a fixed price for the Indonesian media because of the diversity of the Indonesian population, of course, there is very little friction, and prone to lateral conflicts, because if the media reports an issue that is not balanced and does not respect the principles of journalism, it will become Tolikara. This requires media coverage of headlines such as "Government Response, Tolikara Suspect, Omas Muslim Response". This news box can be used for topic selection and media work, indicating that the media may or may not be biased in covering every article about Tolikara.

In the practice of reporting on conflict, the media should provide a balanced and healthy message, because media coverage containing conflict affects two things. One is that media coverage increases the escalation of conflict, and the other is that it helps to defuse and defuse conflict (UU 40 on the Press, 1999).

The media are prohibited from directing public opinion on certain issues to create ambiguous public perceptions. As evidence, the following are the author's observations on the news of the Tolikara incident in Papua which was conveyed by the cyber media metrotvnews.com on July 17, 2015, at 09:59 WIB, which was written by the journalist Ricardo Hutahean.

Metrotvnews.com is known to have changed the news after a netizen commented on the news in the reader's column, so the original news title was released: *When Imam Takbir came first, the crowd came and threw the mosque inside*. Tolikara became a "massive outrage in Tolikara." This can be seen immediately from the uniform resource locators (URL) address of the domain is still the same, but the title has been edited or changed.

Regarding this matter, the metrotvnews.com news regarding the Tolikara issue has been modified. Metrotvnews.com's reporting violates the "Internet Media Reporting Guidelines". Not reporting back that the news contains information about message changes, errors, corrections, and the right to reply. Based on the Press Law no. 40 of 1999, the Press Code of Ethics and Guidelines for the Right to Response was developed by the Press Committee (Nasrullah; Nurbaya, 2015). Regarding the cyber news platform mediated by Imam Wahyudi (Member of the Press Committee 2013-2016), news activities using the internet must comply with the requirements stated in the Press Law No. 40 of 1999. This was conveyed by the Press Council in Circular Letter No. 01/SE-DP/I/2014 concerning the Application of the Press Law and the Standardization of Press Companies. CyberMedia Reporting Guidelines; (1) General Terms, (2) Verification, (3) User Generated Content; (4) Corrections, Corrections, and Counter Notifications; (5) Deletion Message; (6) Advertising.

Theoretical Framework

Cyber media can be both empowering and disappointing. They can grow quickly, because their rapid growth is perhaps one of the biggest factors in the growth of mass media (Wirth, 2005). Until now, the periodicity characteristic (regularity of publication time) of mass communication has not been found in dotcom news such as websites, cyber media, or virtual world sites (Muis, 2001). As for the message from Tolikara, Papua, it seems that there is no gatekeeper when processing the message. This leads to the principle of reporting first and then errors. Even though the published news has been read by the public, each media has different strategies in terms of strategy, but in principle the nature of the media is real-time, that is, it is immediately disseminated and the news immediately reaches the listeners or audiences.

Real-time means reporting news from front-line journalists, which is contrary to good writing skills, because some words or

sentences should be checked first by the editor before the article is published (Hauser, 2014). When conditions are live and extreme, cyber journalists often feel the urge to publish news that is different from other media. As seen from news sources, credibility and quality of content vary when journalists receive sources directly in the field, because journalists must first select key questions or key answers. However, due to the use of secondary sources, reporters emphasize the point of view or angle (heart of the problem) from the source statement, which can represent the elements of the 5W+1H news manual. Because not all news angles have the appeal to be at the beginning of the paragraph, they are often at the end of the news.

By examining McCombs and Shaw's agenda setting, several variables can be identified, and finally whether a report is sufficient to satisfy the element of credibility. The first variable in the agenda setting is the event and the topic. These events and problems belong to the empirical and concrete forms of reality that apply in society. Journalists choose newsworthy events or topics and not newsworthy ones, including the second variable. This second variable can be manipulated from the strength of the news that journalists report when they report news, namely whether the specific reality that is reported is the same. When journalists cover without the credibility principles set out in the Journalistic Code of Ethics, this raises serious questions about whether the specific realities in their texts in cyber media can be told empirically accurately. There may be a factual gap between the concrete reality and the emerging reality because it is influenced by the subjectivity of journalists in their reporting.

The third variable in agenda setting is what type of media will present these events and issues. Television, for example, has a quick but short agenda-setting effect, while newspapers have a slower but more lasting effect than television. The fourth variable is the type of writing/presentation of the issue or event. The fifth variable is the level of emphasis by the media. At this stage, it is

determined whether an issue will be placed on the front page (eg in a newspaper) and the frequency of how many times it appears in a period (Foss, 2011).

Audience variables also play a role in the process of agenda-setting influence. The first variable is the audience's interest and knowledge of the issues presented. The second variable, the need for audience orientation to a problem will encourage them to be more exposed to the mass media. The third variable is the access to exposure by the mass media and the access to make contact with other people to discuss the issue. It is possible for individuals who are relatively isolated from others to be more exposed to the media (Foss, 2011). From the audience variable approach, it can be understood that the agenda-setting from the audience aspect is determined by the audience's perception of framing variables, ideology, reference groups, and media exposure. The higher the level of public interest and knowledge of the issue, the more critical the assessment of the credibility of the media will be.

From this description, it can be understood that through the agenda-setting process, news companies that are news products will seek to fulfill the needs and interests of the public by presenting various events or topics desired by the audience, but through the Intensity of Media Exposure, the audience whose events have a heterogeneous orientation will digest it. Whether or not the reality presented by cyber media coverage is consistent with empirical facts still depends on the credibility of the reporter in the news. Therefore, the intensity of reading cyber news is expected to influence public perception of news framing. To adequately capture the aspect of coverage that the media expects, it is only necessary for the media to moderate public attitudes towards the emerging news framework.

Material and Methodology

In this study, the variables used were independent variables, dependent variables, and intervention variables. The relationship between the intensity of reading news on *metrotvnews.com* (X) and the reader's perception of the Tolikara edition of the

news framework (Y) is indirect because it is mediated or mediated by the reader's attitude (Z). Iyengar (Tamburaka, 2012) says from the schema point of view, it is assumed that there is an indirect relationship between the intermediate frame and the individual frame, depending on the subject of the question, the effect of the intermediate frame. are episodic and thematic, but the most important question is whether the message wrapper is a true source of information. The mediator or more precisely, the attitude of the reader is taken over by the mediating frame, or the reader uses his frame when processing information.

MacKinnon (Urbayatun, 2012) explains the meaning of intermediate variables based on several things; (1) the central questions of much research focus on the mediating process or the relationship between variables, (2) the basis of the intermediate variables for the mechanism for the emergence of research effects is important, (3) the interpretation of the mediation process requires the broad application of research, such as prevention and intervention programs, and (4) many mediation questions remain unexplored statistically.

According to Tuckerman, intervention variables are variables that theoretically affect the various phenomena being observed, but these variables cannot be measured, viewed, or manipulated so that they affect the symptoms being studied. Conclusions are drawn from the influence of independent variables and moderators (Azwar, 2012).

The hypotheses of this research are: (1) There is an influence between the intensity of reading news on *metrotvnews.com* (X) on the attitude of readers (Z); (2) There is an influence between the reader's attitude (Z) on the reader's perception of the Tolikara issue news frame (Y); (3) There is a mediating effect of the reader's attitude on the news (Z) on the intensity of reading the news on *metrotvnews.com*(X) on the reader's perception of the news frame of the Tolikara issue (Y).

The type used in this research is

associative explanatory, which explains the relationship between the independent variable (X) and the dependent variable (Y) being studied. As for the unit of analysis, it uses readers and media users of *sibermetrotvnews.com* who are 17 years old and over and consistently read news about the riots in Tolikara, Papua at least three times. Meanwhile, the object of this research study is the news about the Tolikara issue on *metrotvnews.com* from July 17, 2015, to July 24, 2015. From the observations, it was found that there were at least 45 reports on *metrotvnews.com* within a week of the news.

According to the criteria of the unit of analysis, the population can be determined with certainty after the pre-survey. From the results of the pre-survey of cyber media users and readers of *metrotvnews.com* who consistently read news about the Tolikara riots, Papua at least 3 times, it was found that the total population was as many as 1086 people. This calculation is obtained based on the accumulation of the number of active users of the *metrotvnews.com* application and reader accounts (friend lists) that are integrated with social media in the comments column on the *metrotvnews.com* cyber news portal.

The technique used in taking the sample is using a purposive sampling technique. This is because the sampling was carried out on active users of the *metrotvnews.com* cyber media as well as cyber readers who consistently followed the development of the Tolikara issue on the *metrotvnews.com* site for a week after it was disseminated from 17 to 24 July 2015. From this site the researchers observed cyber readers (netizens) who comment at least three times a week on the news, for example, Abdul commented on the *metrotvnews.com* site on July 17, 18, and 19 2015. Then the researcher contacted Abdul on his Facebook account because that way the researcher could interact with his willingness to be a respondent. study. The same also applies to the social media *twitter.com*, for example, Abdul once tweeted or tweeted about the Tolikara issue at the time of the case at least three times, as seen from his account timeline. And finally, the researcher uses an

active user with a *metrotvnews.com* account who has downloaded and installed the *metrotvnews.com* application on a mobile device (mobile phone) or computer and has seen the history of having read Tolikara at least three times. The primary data source is defined as the result of the answers given by the respondents through a questionnaire which was read out using interview techniques. Secondary data comes from documentation, previously published research reports, archives, journals, as well as various relevant sources, and framing. The use of framing as secondary data is intended to support primary data, the analyzed framing is then processed into questions and asked respondents through questionnaires. The researcher uses the Pan and Kosicki model framing approach which includes news elements including syntax, script, thematic and rhetorical.

In this research, the method of distributing questionnaires is mostly data collection techniques, namely (a) the questionnaire is a tool used in collecting research data in the form of a list or arrangement of research questions posed to respondents using an interview technique (guidance quest); (b) documents, which are secondary data from research results, websites *metrotvnews.com* and various data that can support this research.

For the tools used in this study, which consisted of obtaining raw data through a closed questionnaire, the researcher provided answer choices, so that the respondent only had to choose the answer that was considered appropriate to the reality he experienced (Kriyantono & Bungin, 2006). As a measure of the scale, using a Likert scale because it uses a regression test, requires a scale with an interval pattern, namely strongly disagree, disagree, neutral, agree, and strongly agree. This Likert scale is designed to evaluate the extent to which the subject agrees or disagrees with a statement using the following 5-point scale anchor: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

Result and Discussion

The statistical measuring instrument

used for testing the research hypothesis uses simple linear regression (simple regression), and multiple linear regression (multiple regression), as well as conducting a mediation test because this study places 1 (one) variable as an intervening/mediation. The reason for using the analytical measuring tool above is because the sample taken as a respondent is more than 30 people (100) and aims to find the effect of the independent variable on the dependent variable, and the data scale is measured

using an interval scale.

The mediation test used is an examination of the Beta coefficient calculation test on the Unstandardized Coefficient (Judd & Kenny, in Ngatno 2015: 117), or it can also use a causal step strategy. The hypothesis criterion (Ha) is accepted if $\text{Sig} < 0.05$ for a direct effect either simultaneously (F-count) or partially. The results of data processing using SPSS 11.5 software for windows are as follows:

Table 1. Influence of News Reading Intensity in Metrotvnews.com on Readers' Attitudes

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,327 ^a	,107	,098	,84174

a. Predictors: (Constant), Development intensity

Based on Table 1, it is known that the regression test results for the variable intensity of reading news on metrotvnews.com (X) affect the attitude of readers (Z) the magnitude of the R square number is 0.107 which means that the effect of the intensity of reading news on

metrotvnews.com on reader attitudes is 10.7 percent, while the remaining 89.3 percent is influenced by other factors. Thus, the variable intensity of reading news on metrotvnews.com that can be explained using the attitude of the reader is 10.7 percent.

Table 2. The Influence of Readers' Attitudes on Readers' Perceptions of the Message Frame of the Tolikara Issue

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,546 ^a	,298	,291	5,06521

a. Predictors: (Constant), Reader attitude

Based on Table 2, it is known that the regression test results for the reader's attitude variable (Z) affect the reader's perception (Y). 70.2 percent is influenced by other

factors. Thus, the reader's attitude variable can be explained using the reader's perception of the message frame of the Tolikara issue of 29.8 percent.

Table 3. The Influence of Readers' Attitudes on Readers' Perceptions of the Intensity of Tolikara News toward Perception of Message Frame of the Tolikara Issue

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1388,568	2	694,284	30,687	,000 ^a
Residual	2194,604	97	22,625		
Total	3583,172	99			

a. Predictors: (Constant), Reader attitude, Development intensity

b. Dependent Variable: Reader's perception

Based on the examination test above, the reader's attitude variable (Z) is a partial mediating variable, because it meets criteria (b) in step 1, and meets criteria (b) in step 2. H3 is accepted as the mediating variable reader's attitude (Z) has a positive effect on mediates the intensity variable of reading news on metrotvnews.com (X) on the reader's perception of the message frame of the Tolikara issue (Y). the message frame of the Tolikara issue, so it is necessary to prove its contribution simultaneously with the intensity of reading news on metrotvnews.com to the reader's perception of the message frame of the Tolikara issue. Because the sig is $0.000 < 0.05$, the inference taken is simultaneously (together) the variable intensity of reading news on metrotvnews.com, and the attitude of the reader has a significant effect on the reader's perception of the message frame of the Tolikara issue.

The purpose of this study is to explain how the difference in the intensity of cyber media coverage has on the reader's perception of the Tolikara edition of the news framework from the audience's attitude variable towards metrotvnews.com. The calculation of the regression test shows that the impact of the intensity of reading news on metrotvnews.com on the reader's perception of the Tolikara version of news framing is direct rather than indirect, and varies according to the attitude of the reader. Therefore, it can be stated that as an intervention variable the prediction of reader behavior in this study is indisputable. However, it is important to emphasize that the reader's attitude variable is more likely to be partially mediated, because the reader's behavior variable affects the intensity of reading merotvnews.com news simultaneously with independent variables, such as B.F count, which changes significantly during the test period.

High-intensity coverage of the Tolikara issue influences the reader's perspective when evaluating the issue, and is therefore consistent with McCombs and Shaw's findings that the agenda set does not only affect the political agenda, but also the public agenda; when the public agenda is

high, it slowly affects the political agenda (McCombs, 2004).

The media agenda has become a national issue with the emergence of the Tolikara and Papua issues and has been covered by various media, ranging from print to cyber (electronic). In addition, cyber media compete to present Tolikara's version from various interesting points of view, about the ease of uploading news, real-time, and various other practicalities, so that most of the cyber media coverage escapes the attention of journalists. The content is not credible. and trustworthy (UU 40 on the Press, 1999).

Metrotvnews.com as the object of this research's cyber media contains the first content "Mass Anger in Tolikara", which coincides with a Muslim holiday, a riot that also resulted in a group or some people being killed by the media suspected of being members of GIDI. Although the person is unknown, it has not been confirmed who is responsible and why. As the media agenda approached, the public saw it from a different perspective, and emotional readers were even framed by the web media metrotvnews.com at the time as "Government Response, Tolikara Suspect, Muslim Ormas Response, GIDI Letter, Papuan Response, and Victim Tolikara" (Appendix 2 This reaction, of course, prompted the government to issue a political agenda or better known as a policy which was also adopted by several ministers such as President Joko Widodo and Vice President Yusuf Kalla, as well as the Minister of Communication and Information and even MUI. Organization. As trusted people, they can provide answers.

This study shows the results if the stronger the news read on metrotvnews.com, the stronger the reader's behavior toward the coverage of the Tolikara phenomenon. The intensity of reading news on merotvnews.com (X) has an effect of 0.327 or 32.7% on the attitude of the reader (Z), or the variable of reader's attitude can be explained by 67.3% of the change in the intensity of reading news on merotvnews.com. Therefore, in metrotvnews. The more news they read on

metrotvnews.com, the stronger their attitude towards reporting on the Tolikara incident

The cross-tabulation test also shows that 16.67% of readers have relatively strong attitudes regarding the coverage of the Tolikara incident. Among the middle-class readers who read news on metrotvnews.com, 91.67% are neutral. The index of the relationship between the intensity of reading news and the attitude of readers on Metrotvnews.com is $= 0.52$, so the relationship between the two tends to be stronger. The more people are exposed to the news media, the higher the priority of media issues. This proves that the more people are exposed to the media, the more eager they are to tackle this issue. Wanta and Wu (Tamburaka, 2012).

In agenda-setting theory, the concept of a need for direction determines the power of a media to influence the public (Bryant, 2002). These two important terms need to be positioned, relevance and uncertainty; relevance is a major factor in determining whether the media can influence the public agenda. When an individual assumes that the media has relevance to the various information they need, the media likely has strong implications for the individual concerned. On the other hand, in the second stage, uncertainty describes whether someone has or has identified a topic on the media agenda. The variable pattern of media use is not a problem because, apart from the level of education or the credibility of the special agenda of media norms, Hill (Ganem, 2007). of the Tolikara news event. The index of the relationship between the reader's attitude to the news about the Tolikara incident from metrotvnews.com and the reader's perception of the news framework of the Tolikara incident is $= 0.63$, so there is a relatively strong bond between the two. The attitude of the reader (Z) has a positive influence on the reader's perception of the information framework of the Tolikara edition (Y). This means that the stronger the reader's attitude, the more positive the reader's view of the Tolikara edition's news framework will be.

Readers have their values before interpreting Tolikara's message. Reader
Persatuan Wartawan Indonesia

frame or audience frame, it is said that "The origins audience frames are thus likely to be some combination of the news media "packages" the person's structural location and values, political beliefs and knowledge, and the political norms and discourse of social groups" Gamson & Modigliani (Bryant, 2002). It must be emphasized, however, that the fundamental obstacle to any agenda-setting research is how long a topic has an impact on its readers. In this study, the researcher spent a week from the Reported Party July 17-24 2015. The researcher found that although the Tolikara edition has existed for a long time, readers still have an influence on the edition, in other words, the audience or readers get some meaning (frame) or framing. in the second stage of agenda-setting art. "Research on agenda setting is carried out in a lot of time and requires several stages. The research shows that the way the media portrays the problem and the code used to explain the implications for the role of those who perceive the problem is important." (Severin, 2011).

There are two types of problem propagation, namely; salient issues and non-salient issues (Severin, 2011). The Tolikara incident in Papua belongs to the category of issues that are not too prominent, so the issue is very dependent on the effectiveness of the agenda setting of various media. Zucker said that less prominent issues can be effective in agenda-setting media because these issues are only known to the public from the media, thus that is the power of agenda setting (Tamburaka, 2012). The more people who are exposed to media coverage, the more effective the agenda-setting process for working with readers, not only readers who are exposed to the media but also communicate about the topic of Tolikara and publish two communication streams, through the media then people or news viewers are surprised and talk about it with other people.

In theory, it can be said that the framing process is not only at the cognitive level, but also touches the emotional level of the reader, namely when other people talk about the Tolikara topic, the Tolikara topic

slowly becomes a public discourse and national agenda. Kinder and Saunders say the same thing; Pan & Kosicki (Bryant, 2002) point out that "reader framing is a complex structure related to individual and interpersonal processes" or "reader framing is both, representation is also a device embedded in public discourse". The reader's frame is defined as a representation of personal memory and is firmly embedded in the audience's discourse. The text of the news relates to the context of the news, including the realistic structure that is suspected to contain one or more interests. More widely recognized in journalism than in politics is shaping journalism, and the result is discourse. Therefore, most readers choose a neutral attitude, because readers are influenced by various factors, one of the most intrinsic factors is eastern knowledge and relatively collectivistic cultural values. It also influences the reader's view of how the event will react.

The intensity of reading Metrotvnews.com news (X) directly affects the reader's perception of the Tolikara Edition news framework (Y). This study proves the results if the majority of readers read news on metrotvnews.com more often, with 58.33% of readers having a positive view of the Tolikara edition of the news frame. Among them are medium-intensity readers who read news on Metrotvnews.com, 72.92% of these readers have a rather positive view of the Tolikara edition of the news framework. From the table, it can also be seen that the index is a correlation between the intensity of reading news on metrotvnews.com and the reader's view of the Tolikara edition of the news framework = 0.63, so there is a strong correlation between the two. The stronger the news read on metrotvnews.com, the more positive the reader's perception of the Tolikara edition will be.

Meanwhile, from the analysis of multiple regression, it can be seen that changes in the intensity of reading news on metrotvnews.com (X) have a direct positive impact on the reader's view of the Tolikara version of the news frame (Y). Metrotvnews.com News Reading Intensity

Variable, metrotvnews.com News Reading Intensity Variable (X) could not contribute significantly to the reader's perception variable (Y) from the Tolikara edition of the news framework. Reader's Attitude (Z) conveys the intensity of reading news (X) and how readers perceive metrotvnews.com. Solomon said it came from the mediation review test when (b) X-Z and (c) Z-Y were significant, where (a) coefficient (X-Y) was smaller than (d) X-Z-Y (d) $(0.316) < 0.461$, intermediates that appear is a partial intermediate, so accept H3 and reject Ho. The variable of reader's attitude (Z) and intensity of reading news on metrotvnews.com (X) has a magnitude of 0.375 or 37.5% on the reader's perception of the Tolikara news framework (Y) (Ngatno, 2017).

Attitudes in agenda-setting research include the effects of mass communication on the affective component. Cognitive effects look at how the changes experienced by readers regarding what they know, understand, or view from the public, in other words, related to the transmission of skills, knowledge, and beliefs about information. Meanwhile, what affective effects are felt by the reader, liked, hated, in other words, relates to the reader's emotions, attitudes, and values. Attitudes to news are influenced by many factors, as stated by Gamson and Modigliani that reader framing is a set of combinations of structural location, political belief and knowledge, a discourse of social group values, and the political norms of the news package, emphasized again by Iyengar that audience frames can be active and opposite to media frames, because the impact of media framing is episodic and thematic, depending on the object of the problem, but the most important thing is whether the news packaging is correct as a mediator or more precisely whether the audience's attitude is adopted from the media frame or whether the audience uses the media frame. their frames in processing information (Tamburaka, 2012).

Conclusions

The intensity (X) of reading news on metrotvnews.com has a positive influence on

the attitude of the reader (Z). That is, the stronger the news that is read on metrotvnews.com, the stronger the attitude of the readers. This means that H_0 is rejected and H_1 is accepted. The intensity of reading news (X) on Metrotvnews.com affects the attitude of readers (Z) by 0.327 or 32.7%.

The reader's attitude (Z) has a positive influence on the reader's perception of the Tolikara issue news framework (Y). That is, the stronger the reader's attitude towards the news of metrotvnews.com, the more positive the reader's perception of the Tolikara edition of the news framework will be. Then H_2 is accepted and H_0 is rejected. The reader's attitude variable (Z) towards the news from metrotvnews.com has a magnitude of 0.546 or 54.6% of the reader's perception of the Tolikara news frame (Y).

The reader's attitude towards the news (Z) mediates the effect of the intensity of reading the news on metrotvnews.com (X) on the reader's perception of the Tolikara edition of the news frame (Y). This shows that the variable intensity of reading news metrotvnews.com (X) may not have a significant effect on readers' perceptions of the news when the reader's attitude variable and the variable intensity of reading news are placed in the Tolikara news frame on metrotvnews.com (Y). Readers' attitude (Z) towards the intensity of reading news (X) and how readers feel about metrotvnews.com. So H_3 is accepted and H_0 is rejected. The magnitude of the influence of the variable attitude of readers towards news metrotvnews.com (Y) (Z) and the variable intensity of reading news metrotvnews.com (X) (Y). 0.375 or 37.5%.

Thus, the conclusion is that there is a significant influence between the intensity of reading and the reader's attitude towards the reader's perception, so it can be said that the longer an individual is exposed to an issue, the more affected the individual will be on the agenda setting.

The agenda-setting departs from the assumption that the media can make people who receive the message (the audience) think about what, and can even determine the perceptions, attitudes, and behavior of the audience. Through agenda setting, the media

can direct readers to certain things, they may not even realize they are trapped in the media setting agenda. McCombs and Shaw, said, "we judge as important what the media judge as important" (Gilardi et al., 2022). If the mass media considers an issue to be important then we will also consider it important. On the other hand, if the issue is not considered important by the mass media, then the issue will also become unimportant to us, even become invisible. There are two fundamental assumptions of agenda setting theory; (1) The press and media do not reflect the actual reality, but they shape and construct that reality; (2) The media provides several issues and places more emphasis on these issues, which in turn provides an opportunity for the public to determine which issues are more important than other issues (Muhaimin et al., n.d).

References

- Azwar, S. (2012). *Reliability and Validity*. Student Library.
- Bem, D. J. (1972). Self-Perception Theory. *Advances in Experimental Social Psychology*, 6(C), 1–62. [https://doi.org/10.1016/S0065-2601\(08\)60024-6](https://doi.org/10.1016/S0065-2601(08)60024-6) newssatu.com.
- (2012). Unbalanced News Main Problem. <https://www.beritasatu.com/nasional/33369/berita-tak-berimbang-problem-utama>
- Bryant. (2002). Media Effects. Media Effects. <https://doi.org/10.4324/9781410602428>
- De Vreese, C. H. (2005). The Spiral of Cynicism Considered. <https://doi.org/10.1177/0267323105055259>
- Foss, S. W. L. & K. A. (2011). *Communication Theory*. Salemba Humana.
- Ganem, W. (2007). *A New Look at Agenda-Setting Effects—Comparing the Predictive Power of Overall Political News Consumption and Specific News Media Consumption Across Different Media Channels and Media Types*.
- Gilardi, F., Gessler, T., Kubli, M., & Müller, S. (2022). Social Media and Political

- Agenda Setting. Political Communication, 39(1), 39–60. <https://doi.org/10.1080/10584609.2021.1910390>
- Guba, E. G. (1994). *Competing paradigms in qualitative research*.
- Hauser, J. (2014). Speed in Context: Real-time News Reporting and Social Media. Conference Papers. <https://doi.org/10.21427/D7D20M>
- Kriyantono, R., & Bungin, B. (2006). *Practical techniques of communication research*. Kencana Prenada Media Group.
- McCombs, M.E. (2004). Setting The Agenda, *The Mass Media and Public Opinion*. 184.
- Muhaimin, A., UIN Raden Fatah, D., & Bina Darma (n.d.). Analysis of News Framing of Candidates for Regent of West Bangka in Bangka Pos Daily Newspaper.
- Nasrullah, R; Nurbaya, N. S. (2015). *Social Media: Communication, Culture, and Sociotechnology Perspectives*
- Ngatno, N. (2017). Effect of Brand Communication and Experience on Loyalty: Mediating Effect of Brand Satisfaction and Trust. (Case Study of Customers of Inul Vista Karaoke, Semarang, Central Java, Indonesia). *Archives of Business Research*. <https://doi.org/10.14738/abr.54.2828>
- Remotivi. (2015). Media Incident in Tolikara. <https://www.remotivi.or.id/meja-redaksi/161/insiden-media-di-tolikara>
- Republica.co.id. (2016). Religious Freedom Violations Increase. <https://www.republika.co.id/berita/koran/khazanah-koran/16/02/24/o31i4r14-pelaksanaan-kebebasan-beragama-meningkatnow>.
- meningkatnow. (2003). Research Methods for Business A Skill-Building