
CAMPAIGN TEAM AND MEDIA AGENDA IN THE NEWS OF SIMULTANEOUS REGIONAL ELECTIONS DURING THE PANDEMIC IN 2020

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Abstract : The campaign team's agenda tends to ignore health protocols as it intends to win the election. At the same time, some media agendas are in line with the campaign team's plan; some are not in line with the agenda of the campaign team. If the media's agenda is in line with the campaign team, it can be said that the media is a partisan media, which is not in line with media that strives to be independent. With the Agenda Setting Media Theory, the analysis is done by observing and studying literature. It is concluded that the campaign team agenda tends to ignore health protocols, with the orientation of winning the 2020 regional elections in the pandemic era, while the media agenda tends to see violations of health protocols committed by the campaign team as things that have news value to be reported continuously as self-satisfaction, whether to make the campaign team deterred, embarrassed, or even annoyed by the news about the health protocol violation by the campaign team in holding regional head elections in the 2020 pandemic era.

Key words: Media Agenda, Agenda for Media Settings, Campaign Team Agenda, 2020 Pandemic Era Regional Election

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INTRODUCTION

The view of the world community towards mass media is not an objective reality, whether related to the description of events, people, places, and issues. Through the news in the media, it seems as if it is a window to the world which is a reflection of the reality construction of the media (Gaye Tuchman, 1978 : 210-211).

The individual worker to the media organization is to find out what should be on the "news" agenda to be conveyed to the public in media content. Even the influence on the media's news agenda is the news sharing values that come from people who are good at journalism (Joseph

Bensman & Robert Lilienfeld, 1973: 1). And there is no resistance to the power of the "news gap" time limit in influencing what is contained in media content. Although journalists and media conventions work within the rules for shaping the media agenda, the sources of information materials that have not been processed by journalists will ultimately depend on the media agenda to select journalists' information. As Gandy stated, it is the interaction between journalists and news sources that can "create" news because:

After all, journalists arrange news sources and events as a basis for benefits to society, which is to produce news that will fulfill the requirements of the news object, whose needs include news sources selected from more essential information structures and effective information delivery techniques. Based on adequate reception, where news is reported and delivered in the right form, at the right time, and on the correct news channel (Oscar H. Gandy Jr., 1982: 14). (Whereas the journalist select from an array of sources and events on the basis of perceived utility in producing news that will meet organizational requirements, sources select from an even wider array of information and techniques for conveying that information on the basis of perceived effectiveness in being covered, reported and transmitted in the right form, at the right time, and in the right channel...).

News sources from all objects of information are where journalists arrange their stories based on the incident's time. But then journalists depend on higher-quality information first on a particular news object, namely governance news, because the complexity of governance problems creates difficulties for reporters to get proper news or the term "scope" of governance.

With the extent and complexity of the current government bureaucracy, the press media find it very difficult to get news about the government virtually even though its primary function is to get info without any inside information from parties related to the government (Wilbur J. Cohen, 1968: 13-14).

(So vast and complicated is government operation today, the press would find it virtually impossible to perform even its primary function without the assistance of the growing army of government information officers).

In the political communication process, there are four main objectives, namely (1) in the context of providing information, (2) achieving material political gain, (3) increasing status, and (4) strengthening the self-image of political actors. Amid such political pragmatism, of these four choices, the provision of information places the last order. Many groups prioritize the goal of increasing status. Thus, a political communication group is a tool to obtain specific political achievements or advantages. Some of the media commonly used by the government in political communication include political lobbying, political speeches, press releases, etc. Another way is by using mass media (newspapers, tv, films, radio, magazines, tabloids) and

non-mass media (letters, leaflets, booklets, banners, billboards, internet, interpersonal communication channels, and organizations and communication networks do not miss social media or social media). In practice, political actors can overlap the various communication channels (Dan Nimmo, 1978: 62).

According to Nimmo, the campaign audience consisted of two groups. The first group trusts and use print media, although they also do not ignore television. They already know a lot, so their loyalty to the candidates is not too strong either. They actively vote, and they have made their choice even before the campaign. Candidates can only convince those who vote for them, but they cannot make those who do not choose to change their minds. The second group, numerous and growing in number, have a strong faith in radio and television. They generally have moderate levels of income and education. These are the main targets of professional persuades because their choice is determined by what attractiveness is packaged. These are the audiences that Robert MacNeil describes in his book, *The People Machine*, as "a less sophisticated group, but better educated than previous generations, who were generally conservative and tended to be passive in world affairs. Because they ignore things in-depth, they generally easily believe everything that is told to them. Such audiences are the target of professional persuasions (Rivers-Jensen, 2003: 270-271).

One of the things that cause politics to attract a lot of attention from the mass media, on the one hand, today politics is in the era of mediation (politics in the age of mediation) in this case, the mass media; on the other hand, because of the prevalence of political events as well as the behavior and statements of political actors always have news value even though the events are merely routine. For this reason, political coverage still adorns various mass media (McNair, 1995: 2-15).

Political coverage tends to be more complicated than reporting on other areas of life. On the one hand, political content has the dimension of forming public opinion, which both politicians and journalists expect. In political communication, this aspect of opinion formation is precisely the primary goal because it will affect political actors' political achievements (Nimmo, 1978: 1-20). In this regard, the political symbols (the language of politics) used, the framing strategies used, and the mass media's agenda-setting places play an essential role because these three contribute to the formed opinion. A press can have certain ideologies, political attitudes, and editorial policies regarding a political force, which will affect the use of political symbols, packaging of messages, and giving places regarding these political forces. In other words, political events can lead to different public opinion depending on each media constructing it (McNair, 1996: 12).

In his writing entitled "Public Opinion in 1922", Lippmann said that the public does not respond to events that occur in nature but responds to "images that exist in our minds,"

which he calls a pseudo environment. The world seen by the public through the mass media's eyes is not a reflection of reality, not a picture of actual events, people, places, and issues. According to the media's perspective, the world is a reflection of the reality construction created by the media itself (Protest and McCombs, 1991 - Quoted in Nuruddin, 2011: 5-11). Then Bernard Cohen (1963) supported Lippmann's idea by saying that the media may not succeed in getting people to think, but they successfully get people to think about what to think. This means that if the media considers an issue to be considered, discussed, or worried about, the public will do the same. Furthermore, Lang and Lang (1966) again reinforced this idea by saying that the media focuses on specific issues. The media consciously and continuously displays and puts pressure on particular objects, making the public participate in discussing and thinking about these objects (Wimmer and Dominick, 2003: 408). Attention to mass communication, according to McQuail, includes attention to the following aspects: who says what to whom through what medium and with what effect, namely: 1) who communicates with whom; between source and receiver, 2) regarding the content, reference, and type of information, 3) what media is used, channel, language, or codes, 4) what is the impact of the communication; whether intended or not: for information, understanding, or producing action, and 5) what is the reason for communicating; concerning functions and objectives (McQuail, 2000: 12).

The function of the mass media includes providing information about events and conditions in society. It is also through this function that the media show relations and power. Apart from that, the press also facilitates innovation, adaptation, and progress. Then, the correlation function is related to explaining, interpreting, and commenting on the meaning of events and information. The correlation function also provides support to existing norms and authorities. Through this function, the media also conducts outreach, coordinates different activities, builds consensus, and sets priorities, and explains the relative status of someone or something. Dominick said that the functions of the media include: surveillance (conveying information), interpretation, connecting various elements in society, sharing values, and entertainment (Dominick & Joseph R, 1990: 31-44).

Mass media has at least three functions according to Lasswell (1948), namely: (1) observing the environment, (2) connecting parts of society, and (3) conveying cultural heritage. Then, Wright (1960) added a fourth function, namely: the entertainment function. Also, there is another function of the mass media, namely the mobilizing process, which reflects the use of mass communication for political and trade propaganda (McQuail, 2000: 79-80).

Media content in certain conditions can have a particular impact on audiences. These impacts can be in the form of cognitive, affective, and behavioral changes. Mental results relate to knowledge and opinions; affective consequences include attitudes and feelings and

behavioral effects associated with individual actions after being exposed to media content. McQuail (2000: 423) concludes several kinds of media impacts, namely: (1) causing the intended change, (2) causing unintended changes, (3) causing small changes in terms of form and intensity, (4) facilitating good change referred to or not intended, and (5) prevent changes. These changes can occur at the individual, community, institutional and cultural levels.

The mass media has a crucial role in the political transition from authoritarianism to the direction of democratization, as shown by Jack Snyder, Professor of Political Science from Columbia University, in his book *From Voting to Violence* (Idi Subandi, 2005: 8). What Snyder pointed out led to the many traps that could have thwarted the creation of this democratic order. One of them can be seen during the general election.

Examples that occur in the United States as written by Edward Herman. The mass media are still vulnerable to being partisan and eventually becoming agents of propaganda because their political-economy structure still shows the concentration of power and wealth in the market system itself. Herman concluded that messages produced by the mass media had passed at least five filters, namely:

1. The concentration of capital ownership and profit orientation of the dominant mass media company.
2. Advertising is the primary source of income from the media.
3. The media's dependence on the government, business, "experts" is supported and approved by the primary sources.
4. The existence of "flak" (Flacks) as a discipline of media, such as telephone conversations, petitions, or it could be in other ways. More subtle such as threats and legal action,
5. "Anticommunism" as a national secular religion and ideological control mechanism. What happened in the US has a lot in common with the pattern of partisan attitudes shown by the mass media.

So, even though the state's grip has directly weakened, legal instruments that do not support the mass media's performance have also become "flak," limiting the space for journalists to move. This is exacerbated by the involvement of several owners of capital from specific mass media organizations or companies to be involved in practical politics, for example, to become officials of political parties or have collegial ties which are very close to individual presidential and vice-presidential candidates (Edward Herman, 1990: 75-87).

In this case, concerning political relations, the Regional election campaign team and press relations, or commonly known as Press Relations, Frank Jefkins, in his book *Public Relations* (1992), stated that the two relationships were expressed as the same thing. However, both have fundamental differences in terms of both their primary function and role. The relationship between the campaign team and PR work when dealing with the media and the press is a supporting tool, or media for collaboration, for the benefit of the publication process and publicity for various work program activities or smooth communication activities.

The campaign team with the public of prospective voters. Since media and press relations in the campaign team's work are a channel in delivering messages, efforts to increase awareness and information or news from the campaign team's publications are a top priority. One of the press's functions is the outstanding power of opinion through the mass media. Besides, cooperation with the media will result in a relatively high frequency of publicity. The impact of news, whether it is a simultaneity effect, a dramatization effect, or a high publicity effect, has an enormous influence on the formation of public opinion in a relatively short period, about the number of readers or hearing audiences including viewers spread across various place or region at the same time (Rosady Ruslan, 2005: 160).

According to Frank Jefkins, the relationship between PR (represented in this context by the campaign team) with the press is an activity to achieve maximum publication or news broadcasting. The information disseminated through the campaign team is to create recognition and understanding. The press relationship is not limited to making approaches both functionally and between personal relationships or contact with the press (press contact), through the editor in chief, editors, and journalists in a subjective sense, and includes the mass media in a broader sense. This means dealing with an institution (institution), mass media organizations such as daily newspapers, news magazines, entertainment, and other commercials, both electronic media from state-owned television channels and commercial private TV channels, including managing them themselves in social media (Frank Jefkins, 1992: 99).

Besides, the activities of the campaign team and their relationship with Media Press Relations in terms of manufacturing techniques for publication products, information and news in the form of Press Releases, Photo Press, News Letters, resulted in the consequence that practitioners of the campaign team practical work in mastering journalistic writing techniques and presentation. Plus, the demand to manage and maintain good relations with editorial leaders, editors, journalists, or reporters from various mass media. It also acts as a communication manager in holding press contacts, for example, through press conferences, press tours, press briefings, and press interviews, both formally and through personal

approaches such as a private press approach and press gathering information. In conclusion, press relations is a particular activity on the part of the campaign team to communicate the delivery of messages or specific info regarding institutional, company / institutional activities, products to other individual activities that need to be published in collaboration with the press or mass media to create publicity and positive image. (Rosady Ruslan, 2005: 161-162).

METHODS

A theory is needed as an analytical tool in the context of the media agenda. So that in writing using the Media Agenda-Setting theory analysis tool, which includes the compilation by media editors in measuring the formation of public opinion based on broad analytical power to assess the media agenda in during the election. Writing with the Agenda-Setting affect theory or analysis tool was done by Shaw and McCombs (1977) while researching voters in Charlotte, North Carolina during the summer and fall of the 1972 presidential election. They found all seven essential issues mentioned by the respondents were influenced by the Charlotte Observer's coverage pattern and the TV news network. Furthermore, in the 1976 presidential election, McCombs and Shaw sampled voters in three different places - Lebanon, New Hampshire, Indianapolis, Indiana, and Evanston, Illinois. Respondents were interviewed between February and December (Weaver, McCombs & Eyal, 1981). At the same time, they analyzed the contents of local and national newspapers circulating in the area. Once again, the results show that there is a strong relationship between the media agenda and the public agenda.

To measure the news content, the techniques used include the literature technique; the writer looks for the necessary data through reading literature, books, articles, newspapers, information on the internet, and social media, including other relevant information.

This paper is compiled to overview the quantity and quality of news about the simultaneous regional elections in the pandemic era presented by various media. This description includes violations of health protocols and the formation of new clusters, including the quality of news from the journalistic side and in terms of quality of coverage, news sources, actors reported, geographic areas in which there are red zones, orange zones, yellow zones, and green zones. It also will include the news presentation techniques, criticism in the news, and differences in information presentation between one media and another.

From an academic point of view, the results of the analysis is contribute to the development of journalistic theories in general and to explain the relationship between the agenda made by the regional election campaign team practitioners and the Mass Media Agenda regarding the simultaneous local elections in the December 2020 coronavirus pandemic era. To

evaluate the practice of the press system in Indonesia, the results of this writing can also be expected to provide input for various parties, including supervisors, practitioners, experts and observers, the public, and other parties with interest in reporting on democratic parties in Indonesia.

This article produced a new explanation of the relationship between the regional election campaign team agenda and the newspaper Media Agenda regarding local head elections in the pandemic era. Also give benefit to the public regarding the influence of the regional election campaign team on media coverage in regional head elections to contribute for practitioners of the political, regional election campaign team and media actors who report about the regional polls.

RESULT & DISCUSSION

The democratization process in Indonesia is progressing more and more, at least at the procedural level. This can be seen from the holding of relatively honest and fair General Elections (PEMILU) to Regional Level General Elections (PILKADA). In the past two decades, the legislative elections in Indonesia have democratically taken place, then continued with the President and Vice President's direct election, which was also quite successful. Finally, the implementation of direct regional head elections was also relatively well executed. This democratic process is concrete evidence of an increasingly democratic political system and a form of political reform.

The direct regional head election is a leadership succession process that is relatively young or has just been implemented in Indonesia. A political process like this is a manifestation of democratic values, which is to hand over sovereignty to the people to determine the appropriate leader to lead them directly. According to Joko J. Prihatmoko, direct elections for regional heads can cause very complex and wide-ranging problems, such as juridical issues, government systems, and structures. The government system includes government units and the essential role of central and regional relations, and so on. Meanwhile, the structural regulations, positions, and responsibilities for implementation and the relationship between organizers (Joko J. Prihatmoko, 2005: 163).

The simultaneous regional election during the Corona Virus Pandemic, which was held in December 2020, is one of the entry points for local communities in choosing leaders, who are expected to be able to manage the regional government effectively and efficiently to promote transparency and public accountability, especially in providing available services, while the economic and health crisis coincided with this Corona Virus Pandemic. The direct election model has strengthened the position and legitimacy of regional heads, but it became a particular problem when it was carried out in the pandemic era. Direct election is expected

to produce a more democratic local election output because it leaves it to the real owner of sovereignty, namely the people in the area concerned (Harahap: 2005: 6). In this context, regional election is regulated in Law no. 32 of 2004 concerning Local Government.

The election of regional heads can indeed create vulnerabilities in the regions due to a conflict of interest. And this critical democracy event is, of course, not wasted by the press, both national and local press. This is not only because the press sees the potential value of news from the regional election, such as the value of impacts or conflicts, but on the other hand for the election press, it becomes a separate area for their advertisements; this is also driven by the efforts made by the Regional Disaster Management Agency which was formed. In the Regional COVID-19 Task Force, with the Mother's Message Ad which invites us to wash our hands with soap, keep our distance in the crowd, and always wear masks, the presence of this advertisement gives a little hope to the mass media during the economic crisis due to the COVID-19 crisis.

Likewise, in the simultaneous regional elections in December 2020, several interests will compete to control the public space and create a public opinion, which is considered evidence of public acceptance of their ideas, even though it can result in the coronavirus uncontrollable. This is where mass media is expected to play a vital role. If the mass media is seen as an intermediary for information, then the function of political education for the public must take precedence. This education is important because our country is still developing a democratic climate at the same time as the regional election during the COVID-19 pandemic.

The process of searching for a candidate's vision that is in line with the idea of each group of society should be the goal of the public in consuming the information provided by the media. However, if we look at it, it will be seen how the role of education is hardly carried out by candidates who have full authority over the content of the campaign, the regional election is becoming increasingly pragmatic, but if it is carried out during a non-pandemic period, this pragmatism is considered a campaign effort, on the contrary. If done during a pandemic, it is regarded as a means of not adhering to health protocols. On the other hand, the mass media participated in revitalizing and heating the situation by raising (blow up) their news. The issue of neutrality in reporting has become an expensive thing lately, especially with the many interests moving behind the mass media.

The mass media have an essential role in the regional election. Therefore political practitioners generally use the mass media to form a public opinion to increase political support for the parties they represent. Sources from all the life of an organization provide credentialed information to journalists to fulfill their news of what is going on. But journalists often rely heavily on sources of information from groups of government officials

because of the government's complexity, which makes it difficult because the complexity of the government to journalists is relatively closed due to the government itself. (Wilbur J. Cohen, 1968: 13-14). According to Gandy, the relationship between journalists and sources is what journalists make of a story. Whereas journalists choose from a reference about sources and events based on perceived usefulness in producing news that will meet organizational requirements, sources choose from an even broader reference information and techniques to convey information based on effectiveness. It is felt that it is covered, reported, and transmitted in a suitable format, the right time, and the right channel (Oscar H. Gandy, 1982: 14).

According to Haris Munandar & Dudy Priatna, once the mass media played an essential role in the general election, political PR and political advertising became increasingly important. This began to appear prominently in 1968 when Richard Nixon won his party's nomination for television coverage. There is three Nixon staff who have participated in this matter, namely Roger Ailes, Harry Treleaven, and Al Scott (Rivers & Jensen, 2003: 269-270).

In Indonesia, the legal basis for holding regional head elections is Law no. 32 of 2004 concerning Regional Government, then set forth again in the Government Regulation of the Republic of Indonesia Number 6 of 2005, concerning elections, ratification of the appointment and dismissal of regional heads and deputy regional heads. In PP No. Article 6/2004 describes in more detail the procedure for how the KPUD prepares a work plan and regional election process in its region (Koiruddin, 2005: 111).

Mass media has long been known to influence audiences in fulfilling the adequacy of information it wants. The mass media's role is increasingly prominent in the effort to elect regional heads who genuinely have a clear vision and mission for the welfare of the local people. However, discussion about the role of mass media cannot, of course, be separated from the interests behind the existence of mass media, namely (1) economic interests and political power that shape media content, (2) the information presented and the meaning it offers (Yasraf Piliang, 2005: 213).

There is a more fundamental interest between these two main interests that are being "threatened" that is ignored: public interest. In this case, it is in the interests of many people who will directly elect their regional heads. Even though the mass media should have a role as a public space. Because of the above interests, it ignores the public interest itself. The strength of economic interests and political power makes the media-neutral, honest, fair, objective, and open. As a result of the mass media's information, it has raised serious issues of objectivity of knowledge in the media itself. Economic interests and political power will determine whether media information conveyed by the mass media contains false truths or

truths; give objectivity or subjectivity; be neutral or partial, represent facts; describe reality or simulate reality (Yasraf Piliang 2005: 214).

In general, every story is required to fulfill several journalistic principles. Among them, according to Abdullah (1992: 19-21), events that are considered to have news value or are worthy of being broadcast are those that contain one or several elements, as follows (1) significant (significance), namely that the events that are reported have a high probability of affecting people's lives. Lots; (2) excellent (magnitude), namely that the events reported are related to numbers or amounts that have a particular meaning in the lives of many people; (3) time (timeliness), namely that the events that are reported are related to things that have just happened or have recently been discovered; (4) proximity, namely that the events that are reported are things that are close to the reader or listener; (5) popularity (prominence), namely that the news presented is related to items that are popular or well known by readers or listeners; and (6) humane (human interest), namely that the events that are reported cause a touch of feeling to the reader or listener. It is further explained that the clarity of the material or news content includes answers to six main questions or 5W + 1H, namely about what (what), who (who), where (where), when (when), why (why), and how (how). From the other side and several guidelines that focus on aspects of writing style and language according to Dja'far N. Assegaf (1982), one of the main approaches in writing journalistic works is that the presentation of news reports must be comprehensive (Abdullah, 1992: 30). To support campaign activities carried out by regional head candidates, the candidates must have a Success Team that formulates strategies to win regional head and deputy, local head candidates. One of the activities of this team is to assist candidates for Regional Head in conducting campaigns in various ways and forms that are conveyed to the public, including by distributing stickers, brochures, leaflets, and t-shirts to the public, delivering programs and the vision and mission of the candidates for Regional Head. Meanwhile, the campaign team was made by making a press release conveyed to the media regarding the vision, mission, and activities of the candidates for Regional Head.

That the mass media presented the description of the quantity and quality of news regarding the December 2020 regional election by raising more information on public health concerns for fear of several residents being exposed to the Corona Virus, for example, the one published by the news portal www.tempo.co with the title Jokowi news Ask his staff to pay special attention to the 2020 regional election Process, Reporter: Antara, Editor: Eko Ari Wibowo, Monday, 23 November 2020 10:37 WIB. In the news raised by the tempo group media, the President shows that President Joko Widodo or Jokowi asked his staff, including the Minister of Home Affairs, the Chief of Police, and the Regional COVID-19 Task Force, to pay special attention to the 2020 regional election process. Again, so that this also does not

interfere with our significant work, namely solving (handling) COVID-19 and the economy," said Jokowi in a Limited Meeting on the topic of the Committee for Handling COVID-19 and National Economic Recovery from the Merdeka Palace, Jakarta, Monday, 23 November 2020. That the frequency of violations of health protocols during the campaign during the COVID-19 pandemic during the 40 days before the election, it was recorded that breaches of the COVID-19 campaign protocol reached 1,315 times. This data is contained in the CNN Indonesia page on the news portal www.cnnindonesia.com, written by Junalis Adhi Wicaksono and released Monday, 9 November 2020, where the Head of Bawaslu Abhan said the trend of violating the COVID-19 protocol in the campaign has increased since the last 40 days until it has reached a total of 1,315 violations. Bawaslu has also imposed dissolution sanctions 141 times in the 40-day campaign period. Besides, there have been 909 written reprimands that have been sent. This means that awareness of the importance of health protocols is still low in Indonesia. The campaign team and the media have different views in looking at problems related to implementing health protocols; the campaign team tends to be pragmatic. The media sticks to the recommendations of the COVID-19 Task Force.

Many political actors violate health protocols, as published in the news portal www.makassar.sindonews.com, there are 72 Candidates for the regional incumbent who violate the Covid 19 Protocol, news written by Raka Dwi Novianto, on Sunday, 27 September 2020, revealed that the Ministry of Home Affairs (Kemendagri) stated that there were 72 incumbent regional head candidates who violated the COVID-19 health protocol when registering prospective pairs of candidates for the 2020 regional head elections (regional election) at the KPU. The Ministry of Home Affairs stated that until 18 September 2020, the number of chameleons was 740 in 270 regions. According to him, 500 are considered orderly and can be used as an example for 243 chameleons who have violated the COVID-19 health protocol. So that the Minister of Home Affairs Tito Karnavian and his staff immediately evaluated the incident. It is increasingly clear how the level of pragmatism of the campaign team agenda is inversely proportional to the media agenda in the 2020 simultaneous regional elections.

CONCLUSION

In conclusion, the campaign team's agenda and the media agenda in reporting the simultaneous regional elections in the 2020 pandemic era are very contradictory. The agenda for the campaign team tends to be pragmatic in responding to the simultaneous regional elections. In contrast, the media agenda seeks to comply with the health protocols prepared by the Covid Task Force 19.

The campaign team is oriented towards campaign of the regional head elections, while the media agenda considers public health to avoid exposure to the coronavirus.

The campaign team's agenda and the media agenda in reporting on the simultaneous regional elections in the 2020 pandemic era do not have the same orientation. However, usually, election winners are generally not separated from good news through conventional media and social media. However, for the conditions of the Corona Virus pandemic, the media agenda and the agenda of the campaign team tend to be the opposite.

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