



Manohara Case Analysis to Understand Agenda Setting Theory

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ABSTRACT

The circulation of the news of Domestic Violence experienced by Manohara Odelia Pinot spread in various news media both print and digital in 2009, everyone in cyberspace discussed the news. Even the news related to his case was able to match the election news at that time. Although this issue should not be discussed too much, in fact almost all Indonesian people know about this case. This has spread due to the role of the mass media, both print, electronic and online media, which continuously preach the news. The media are blowing up news of the case experienced by Manohara.

This study aims to explain how we understand how the media work to direct public attention, to government policies and make it easier to understand Agenda Setting Theory. Because this phenomenon is an illustration of how strong the influence of the mass media in the formation of public opinion. The mass media have the ability to choose and emphasize certain topics that they consider important (setting the 'agenda'/media agenda) which in this case is related to Agenda Setting theory. Where in the Agenda Setting theory there are three agenda setting processes, namely the media agenda, public agenda, and policy agenda.

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1. INTRODUCTION

The name Manohara Odelia Pinot (in this article will be called Manohara) suddenly skyrocketed to be reported by the national media. The news was even able to match the headlines of the 2009 presidential election campaign. Almost all media broadcast news about Manohara. Manohara is a young model born in Jakarta, February 28, 1992. Manohara was born to an American father named George Manz and his mother is a Bugis nobleman named Daisy Fajarina. After his parents divorced, his mother married French Reiner Pinot Noack.

The acquaintance between Manohara and Tengku Muhammad Fakhry Petra (hereinafter referred to as Tengku Fakhry) the son of the Sultan of Kelantan, occurred in France in December 2006. They met at a banquet hosted by the Deputy Prime Minister of Malaysia. From there, Tengku Fakhry established a relationship with Manohara. Although their age difference is quite far, they finally married on August 26, 2008 at the age of Manohara who is still very young (16 years old). The marriage took place in Malaysia. The marriage was hampered considering that Manohara had just reached the age of 16 and there was no guardian and a letter from the local Indonesian

Embassy. However, in the end, the marriage took place. After marriage, Manohara got the title Cik Puan Temenggong and became a member of the Kelantan royal family.

The marriage between two people of different nationalities did not last long. At the end of 2008 Manohara fled from her residence in Malaysia to Jakarta, because she experienced unpleasant treatment from her husband. She also asked her husband to fulfill his promise to hold a wedding party in Jakarta. Tengku Fakhry then picked up Manohara, bought a car as a birthday present, and invited Manohara and his family to go on umrah together.

When he finished Umrah on March 9, 2009, Tengku Fakhry brought his wife back to Malaysia, but did not take the Manohara family with him. Manohara's mother, Daisy Fajarina, later stated that she was banned from visiting her daughter in Malaysia. Daisy then asked the Indonesian government and Komnas HAM for help to solve the problem.

On Sunday 31 May 2009, Manohara arrived back in Indonesia with his mother from Singapore, after visiting Manohara's father-in-law, the Sultan of Kelantan who was sick and being treated at a hospital in Singapore. Through a press conference, Manohara stated that when he and the Kelantan Royal family were in Singapore to visit the Sultan of Kelantan who was seeking treatment in Singapore, he managed to escape from the Kelantan Sultanate's guards. With the help of Singaporean officials and the diplomatic staff of the United States Embassy, Manohara managed to meet his mother who was also in Singapore at the time.

Manohara and his mother immediately returned to Indonesia. After that period, it was reported that Manohara had reported cases of kidnapping and abuse that he experienced. Manohara also stated that he was not willing to return to Kelantan and stated his intention to divorce from Tengku Fakhry.

In July 2009, Tengku Fakhry filed for divorce against Manohara. The lawsuit was filed in the Malaysian Islamic Sharia Court. The first trial was held on August 2, 2009

The Malaysian High Court, on December 13, 2009 won Tengku Fakhry's lawsuit. The court ordered Manohara to return to her husband and pay a debt of RM 1.2 million that he borrowed, after failing to file a defense and not attending court cases. If Manohara does not return to her husband, the court considers her to have committed *derhaka* (*nusyuz*, disobedience), and therefore does not deserve anything from her husband. The court ordered Manohara to return the money stated as debt to her husband, within 30 days. If he is not willing, he can be declared unfaithful and Tengku Fakhry is not required to pay any treatment costs. This means that the marriage must end in divorce.

2. RESEARCH METHOD

According to Sugiyono (2010:2) the research method is a scientific method carried out with the aim of obtaining data for certain uses and purposes. When conducting this research, it is necessary to have a method or steps that a researcher must go through when solving a problem in order to achieve the goals the researcher wants to achieve (Sugiyono, 2013) (Efferin, Darmadji, & Tan, 2008) (Hamdi & Bahruddin, 2015).

In this article, the author uses a form of qualitative analysis with an interpretive approach. Qualitative analysis is research whose data is expressed in verbal form, analyzed without using statistical techniques (Sangaji, n.d.). The interpretive approach is an analysis in determining the social basis and meaning. Interpretive is not an autonomous work and is not determined by a special human power. In interpretive can use the help of others as well as written information (Witjaksana, 2005). The author analyzes the data collected by referring to the Agenda Setting theory in accordance with the phenomenon of the circulation of pornographic videos on social networks and mass media in Indonesia.

3. RESULTS AND DISCUSSIONS

3.1 Agenda Setting Theory

The agenda setting theory proposed by Maxwell McCombs and Donald Shaw is one of the theories about the process of media impact or the effect of mass communication on society and culture. This theory is included in Phase 3 of The Primes Of Media Effect, namely Powerful Media

Rediscovered. Agenda setting theory describes the powerful influence of the media on the formation of public opinion.

“... the mass media by paying attention to certain issues and ignoring others, will have an influence on public opinion. People will tend to know about things that are reported by the mass media and accept the priority order given by the mass media to different issues.

“...the relationship between the order of importance of 'issues' assigned by the media and the order of significance attached to the same issue by the public and politicians.

Mass media has the ability to inform the public or audience about certain issues that are considered important and then the audience not only learns and understands the news issues but also how important the meaning of an issue or topic is based on the way the mass media emphasizes the issue. So what is considered important and becomes the media's agenda, that is what is also considered important and becomes a medium for the audience.

According to Bernard Cohen, "may not be successful much of the time in telling its readers what to think, but it is stunningly successful in telling its readers what to think about"

The media makes a selection before reporting the news and then gates the information and will make choices about what to report or not. What is known by the general public is the result of gate keeping media.

There are 3 agenda setting processes:

- a. Media Agenda (media agenda) - where issues are discussed in the media
- b. Public Agenda (public agenda)- when issues are discussed and privately suited to the audience
- c. Policy Agenda – when policy makers recognize the importance of the issue

Thus, the mass media have the ability to select and emphasize certain topics that they consider important (setting the 'agenda') so as to make the public think that the issues chosen by the media are important. Studies on agenda setting are mostly conducted ahead of political campaigns.

Agenda setting illustrates the power of media influence which is very strong in shaping public opinion. The mass media have the ability to choose and emphasize certain topics that they consider important (setting the 'agenda' / media agenda) so as to make the public think that the issues chosen by the media are important and become public agendas.

3.2 Manohara case

According to the agenda setting theory, there are 3 agenda setting processes, namely the media agenda, the public agenda, and the policy agenda. The following is an analysis of these issues according to the agenda setting process.

First, initially the name Manohara was not widely known to the public. Moreover, cases of Domestic Violence (KDRT) are clearly not a common thing to know. This is due to the role of the mass media, both electronic print and online media, which continue to report on the Manohara case. The media blows up news of domestic violence cases that are wrapped with the prefix “beautiful model”, of course it grabs the public's attention, especially for women as subjects who have a sense of empathy and don't want the same thing to happen to their household. This is a tragedy that should be an introspection of the importance of role models from community leaders in the education sector for children. In addition, this case is of concern because,

Almost all television station programs discuss, because of the incessant reporting of this case, not only infotainment programs, but also private TV regular news programs in the morning or evening. Television station news programs such as RCTI, SCTV, METRO TV, ANTV, TVONE, INDOSIAR AND TRANSTV provide coverage of Manohara. The news has also become a hot topic discussed by almost everyone, whether in the office, on campus or even in public places such as in

public transportation. There is hardly anyone who does not know about this problem. Pros and cons also emerged in society. In fact, the news has always made headlines in several weeks in a number of newspapers, tabloids, and magazines.

This phenomenon is an illustration of how strong the influence of the mass media in the formation of public opinion. The mass media have the ability to select and emphasize certain topics that they deem important (setting the 'agenda/media agenda) so as to make the public think that the issues chosen by the media are important.

Second, after the issue was widely reported by various media, the public was also exposed to media exposure so that the impact of the news became familiar to the public's ears and was also discussed by various parties. Almost all people know and participate in discussing the Manohara case, both from the educated, ordinary people to political circles and state officials also participate. Thus, the news regarding the Manohara case was put on the media's agenda until it eventually became a public agenda.

Third, the public and state officials at that time also participated in commenting on this case. Quoted from the page www.antaraneews.com, SBY delivered his response regarding this case in Jeju, South Korea on Tuesday (2/6/2009).

"Because Manohara is still an Indonesian citizen, however, I as the head of state have an interest. So actually, at the state and government levels, our obligations to a certain portion are still being carried out." said President Susilo Bambang Yudhoyono (SBY). Apart from President SBY, there are other figures who also commented on this household case. Namely, Vice President Jusuf Kalla, the Indonesian Embassy in Malaysia, the National Police Headquarters, and the Indonesian House of Representatives also spoke and reportedly will ask for an official explanation from the Indonesian Embassy in Malaysia for spreading slander saying that Manohara is fine. Thus, this case has penetrated into the political area and has become a policy agenda.

We hope that nothing similar will happen to Manohara. Moreover, coupled with the comments from Mr. SBY at that time, the Manohara case phenomenon is no longer the consumption of ordinary people, but has become consumption and discussion among state officials and has penetrated into the political realm. The role of the mass media makes this happen.

3. CONCLUSION

In observing the news that is booming in the media, the Agenda setting theory is still relevant enough to assess the effects of mass communication. An excellent example of this is the case of Manohara. If we look at this case from the agenda setting theory, we can understand the reality of the process of mass media influencing public attention. First, the media agenda started with the case of domestic violence in Manohara, which was a personal matter with her husband, but then Manohara's mother held a press conference so that it was known to the general public. The media sees this case as very interesting if it is blown up because it will benefit from an economic point of view, namely that it will increase the media rating, which will certainly grab the attention of the public. The media highlighted the government's performance in handling this case, so that the news did not stop at one point.

Second, the public agenda after various mass media reports were shocked and then aroused sympathy from the public. With the intensity of the information conveyed by the mass media, the public feels that Manohara is a representation of themselves (Indonesians) in Malaysia who are experiencing suffering. They feel what Manohar feels, which then encourages the public to feel that the government must be responsible for the protection of its citizens. Third is the Policy Agenda, when public pressure for the government to step in to help resolve. Finally, it was answered by the presence of various responses from high-ranking state officials such as the President, Vice President and so on.

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