

## THE IMPACT OF BROADCASTING A CASE DEATH TRIAL OF MIRNA SALIHIN IN INDONESIAN NATIONAL TELEVISION TOWARD CONSTRUCTING PUBLIC OPINION

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### ABSTRACT

From the early until the mid of 2016, Indonesian audiences experienced a number of crime cases being televised nationwide. Those cases seem competing attention from Indonesian audience with other important issues that more urgent. It is argued that those crime cases were delivered purposely for diverting attention from others. One of the crime cases that attract the most attention in Indonesian audience is the trial of the death of Mirna Salihin. She was found dead after drinking coffee. As rumor has it spiked with cyanide by the suspect Jessica Wongso, in a cafe in Jakarta. The trial, then of course, became media darling among Indonesian broadcasters. Almost all television channel broadcast the trial, as a special report, a live report, event a breaking news. In my preliminary research among target audience, the constructing of public opinion occurs as the trial progress. This paper will argue that delivering such news in such a way by mass media especially television has the ability to shift and to construct the opinion of the large audience simultaneously. The Agenda Setting Theory will be used together with a quantitative approach, and survey through accidental sampling among the residents of South Tangerang, Indonesia. The explanative associative type of research will be used for concluding this research.

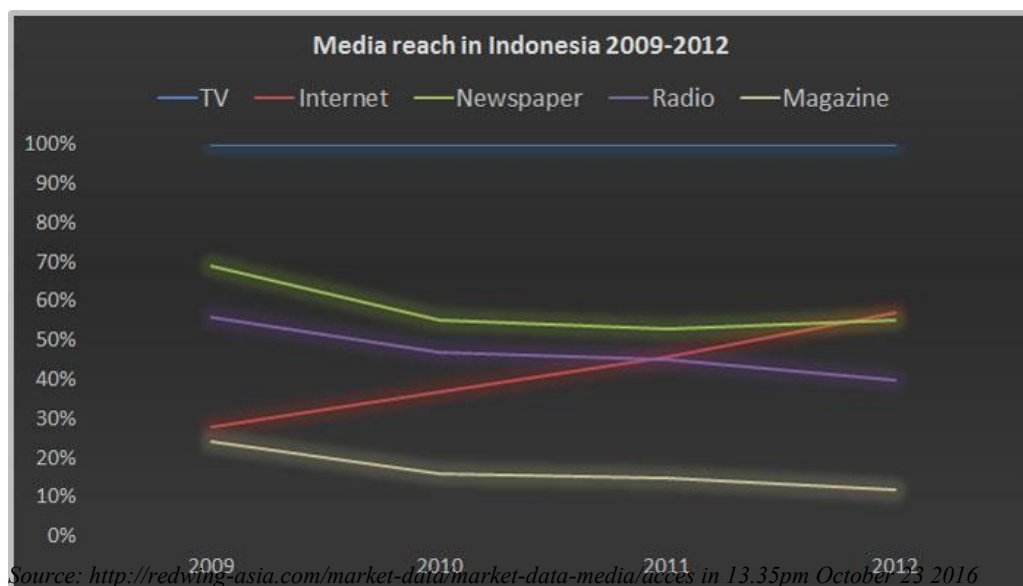
Keywords : crime case, television broadcast, public opinion.

### Introduction

People need information. The source that the majority of the general public uses to get their news and information from is considered mass media. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture. Through mass media, news outlets have a major influence on the general public and a major impact on the public's opinion on certain topics.

One from the most common platforms for mass media is a television, which is described in Merriam Webster Dictionary as "an electronic system of sending images and sounds by a wire or through space, programs that are broadcast by television" (<http://www.merriam-webster.com/dictionary/television> accessed in 11.20pm October 23 2016).

Figure 1: Data Usage Television in Indonesia



In Indonesia, the need is growing significantly every year. From figure 1,97% of the population watch television, which means almost 240 million people. This phenomenon proves that the information becomes essential for daily activities. The figure show Television dominates the media landscape in Indonesia with 11 national TV stations in Indonesia.

Television as a mass media is capable of constructing the public opinion toward positive or negative. That phenomenon shows the power of mass media, as studied by Maxwell McCombs and Donald Shaw, "agenda setting is the process whereby the news media lead the public in assigning relative importance to various public issues" (Miller, 2001).

A similar phenomenon studied by Laura C. Wilson, Alesha D. Ballman and Theresa J. Buczek (2016). They examined the impact of media messages about mass shootings on participants attitudes toward people with mental illness. In a randomized experiment, 293 college students were randomly assigned to read one of five news articles (i.e., one control article, four articles about mass shootings) and answer questions about attitudes toward people with mental illness. Groups significantly differed on attitudes related to perceived dangerousness or social distance and perceived discrimination or belief in recovery, but not insurance or treatment beliefs. The majority of news about mass shootings, even if the article does not mention mental illness or contains expert information, may contribute to negative attitudes.

This paper will argue that definition could explain why the case of the death of Mirna Salihin hit attention in Indonesia. The case is interesting because it suddenly become a trending topic since January 6, 2016 even though there is no famous people involved. National Televisions in Indonesia aggressively broadcasted the case as their regular programmed, for example: *Updates News to Breaking News*. The case was being broadcasted anytime in the morning, in the afternoon and even in the evening. It become prime time news, getting rid of many TV programs that have been scheduled. This is one of the reason why I choose this case for my research.

In this paper will used quantitave method. First, I will summarize the case, and the way Indonesian television get advantages from it by massively broadcasted. Second, I will explain theoretical approach, namely: McCombs and Donald Shaw; McQuail; and Brian S. Brook. Third, I will explain my findings. Finally, I will analyze the findings theoretically, before I come to my conclusion.

### **The Case**

The case is round about Mirna Salihin, she was 27-year-old died after drinking an iced coffee in Jakarta. She was hanging out with her friends prior to the incident. Police stated the cause of her death is cyanide. Mirna allegedly died as a result of being poisoned. The investigation reveals her closed friend, Jessica who was with her in the cafe, as a prime suspect. The trial conducted to uncover the truth.

Television bradcasted the case. For hours the program presented with debating between prosecutors, defense counsel and judges as well as various witness statements and expert opinion. They attack each other and several of hot commenting. The public are invited to watch the drama of this program that is increasingly spiky without having to come to court.

On the basis of criminal justice in Indonesia there is a fundamental openness. In Article 153, paragraph (4) of the Law on Criminal Procedure (Kitab Undang Undang Hukum Pidana; KUHP), stated that the trial is open to the public. This is a reflection of the basic principles of democracy and transparency in Indonesia. Public can see and joint in the court, to guard the trial process and decision-making. This is the basis for a television conference in Indonesia to broadcast live.

The way Indonesian television spread the news is not the first time. There were other cases the trial is equally interesting. But it's not as good a case death trial of Mirna Salihin. Some legal trial has also been shown live. A case trial over election results in 2014 in the Constitutional Court (Mahkamah Konstitusi; MK), was broadcast live. Also, the a case trial of Honor Council (MKD DPR RI) of Representatives on sound recordings Mr. Novanto complained Energy Minister, Mr.Sudirman said also attracted the public attention.

The interesting part in the case of Mirna is, it did not involve famous people. Mirna is not a public figure, not a political figure, not just public officials usual. But indeed echo reverberated all across the archipelago. Made headlines in various media since the case occurred on January 6, 2016. However, the trial was held two to three times a week since June 15, 2016. There are always people who come into the courtroom to witness the proceedings. Some visitors are willing to stand crammed because seating is provided is fully charged. The trial was held for the public at the Central Jakarta District Court Kartika space I, Koesoemah Atmadja 1 courtroom and courtrooms Koesoemah Atmadja 2.

### **The Phenomenon**

For some communities, the case became interesting due to serving carried live on national television. In the broadcast, this case presents many figures that eventually considered fun to follow. The interesting thing is what is the real purpose behind the national television broadcast of the trial.

This case is the first criminal trial is not ensnaring officials in Indonesia aired for hours. On the pretext of "Breaking News" television program policies usually one or two hours omitted. Aired "live" continuous for hours by three national television stations Indonesia. This program broadcast even up to 10 or 12 hours. Based on Table 1, minimum of once a week drama a case death trial of Mirna Salihin presented to the public.

Public loyalty follows the proceedings for hours is not indisputable. The increase in share television perceived positively by: Kompas TV, TV One and iNewsTV. Mystery cyanide in coffee Mirna made public always follow the trial. Data from the research institute TVC "Adstensity" that monitors commercial TV ads prove that the three televisions deny a case death trial of Mirna Salihin broadcast achieve increased.

For examples of the 11th session on 10 August, Kompas TV share jumped to 5.64%, TV One 5.68% and 3.65% INews TV. Three TV stations have left Metro TV that is not broadcast live. Metro gets only 1.62%. Bargaining ads could even walk during the trial is broadcasting. Another example in the August 3 trial, TV One gets IDR 9.9 billion whereas two days previously won 3.8 billion and the day after the trial to be 5.8 billion. Or in court Sept. 1, TV One record stood at IDR 3.7 billion and Kompas TV gained 1.8 billion. From the data above there is one thing can not be denied, that the court a case death trial of Mirna Salihin continuous broadcast it profitable (<https://tirto.id/drama-sidang-kopi-sianida-jessica-bGZwacces> in 15.10pm October 23 2016).

The rating will affect revenue. Because advertisers will choose the program or television stations that have a high rating. If there are programs that have a high rating, then the airtime will continue to run. People may get tired, but for the owner of the television station it will continue to publish them. Based on these findings, the researchers wanted to validate whether the public affected by the broadcast of the trial.

My preliminary research reveals that the citizens of South Tangerang follows attentively Mirna case. Most of them follows the case by watching television. South Tangerang is one of the cities in Indonesia. South Tangerang is located in the eastern part of Banten province with an area of 147.19 square kilometers (km<sup>2</sup>) which is approximately 1.63% of the area of Banten province. South Tangerang consists of 7 districts and 54 urban villages. South Tangerang population also consists of diverse ethnic, social status, economic, religious, etc. The majority of the population works in Jakarta, which is the center of the capital of Indonesia.

The phenomenon draws attention to research. This paper will limit the research subjecton the people of the residents of Setu District. It will argueth news of Mirna case broadcasted on television correlate with the formation of public opinion.

**Table 1: The Trial A Case Death Of Mirna Salihin**

No. of Session	Date	Agenda
1	June 15, 2016	Initial trial
2	June 21, 2016	rejection exception
3	June 28, 2016	the judge rejected rejection exception
4	July 12, 2016	hearing witness testimony from prosecutor
5	July 13, 2016	hearing witness testimony from prosecutor
6	July 20, 2016	employees café
7	July 21, 2016	employees café
8	July 27, 2016	cashier café
9	July 28, 2016	read the results of the reconstruction
10	August 3, 2016	Investigator from Police
11	August 10, 2016	IT Expert
12	August 15, 2016	psychologist and Jessica assistant housekeeping
13	August 18, 2016	Toksikologi expert
14	August 25, 2016	CCTV recording
15	August 29, 2016	Criminologists expert
16	August 31, 2016	Criminologists expert
17	September 3, 2016	Criminologists expert
18	September 5, 2016	forensic pathologist expert
19	September 7, 2016	forensic pathologist expert
20	September 14, 2016	Toksikologi expert
21	September 15, 2016	digital forensics
22	September 19, 2016	Psychiatrists
23	September 21, 2016	Criminologists expert
24	September 22, 2016	forensic pathologist expert
25	September 27, 2016	criminal expert& Jessica best Friend
26	September 28, 2016	Jessica examination result
27	October 5, 2016	Hearing the prosecution
28	October 12, 2016	interlocutory judgment
29	October 14, 2016	readings defense (pledoi)
30	October 17, 2016	prosecutors respond to the defense
31	October 20, 2016	prosecutors respond to the defense
32	October 27, 2016	Vonis

## Overview Of Theoretical

In this section will describe the definition of mass communications, of Television, of News Values, of Public Opinion and of Theory of Agenda Setting. A mass communication is a process of communicators using the media for spreading the messages

widely and continuously creating meanings that are expected for influencing a large of audience and in many ways (McQuail, 2011).

According to McQuail, the important element in mass communication or mass media includes: (1) Sender; (2) Medium; (3) Message; (4) Gatekeeper; (5) Public; and (6) Feedback. He also describes the characteristic of mass communication as (1) Organize communication; (2) Impersonal message; (3) Anonymous and Heterogeneous; (4) Simultaneity; (5) One way communication; (6) Limitation senses; (7) Delayed feed back (McQuail, 2011).

Follow McQuail theory, in this paper mass communication is described as the message delivered by the communicator indirectly to the public by using various media such as a print media (magazines, newspapers), or electronic media such as television, radio, and the Internet.

McQuail argues the effect of messages in mass communication namely: first, *Cognitive Effects* is the purpose of communication in arising valuable information for the communicant. The mass media helps them on obtaining useful information. Second, *Affective Effects* is the purpose of mass communication in fostering emotional audience. Third, *Behavioral Effects* is the purpose of communication in influencing the communicant behavior, actions or activities.

According to Brian S. Brook (2013), “news is about what's happening in the world but only a small splinter of reported facts”. In principle there are several important elements that must be considered from the definition. Namely: Report event or occurrence or opinions presented are interesting and important as soon as possible (bound by time). Newson (1985) says “news is everything I want and need to know the person or the wider community”.

In making the good news, the journalist needs criteria. This criterion is called News Value. With these criteria, a reporter can easily detect which events should be covered and reported to the public. (1) Closeness (Proximity). People tend to be interested when they read about the event or occurrence is close to its territory and also an emotional feeling based on a particular bond. (2) Fame (Prominence). Famous people are often in the news. Movie stars, soap operas, singers, famous politicians often appear in newspapers and also television. (3) Timeliness. News should be to report events that recently occurred or the events that will happen in the future. (4) Impact (consequences). The greater impact for the community. (5) Fabulist (magnitude). The magnitude here involves some big, big achievement, the destruction of a big, big victory, and all things big for the audiences. (6) Conflict. News of the clashes, both physical and nonphysical, is always interesting. (7) Weirdness (Oddity or unusualness). Something unusual to invite the attention of those around them.

Meanwhile, opinion formation is a four-stage process involving interrelatedness-embodiment aspect of personal, social, and political through the emergence: (1) The dispute which has the potential to become an issue; (2) The political leadership; (3) Personal interpretation and consideration of social; and (4) The willingness of the public expressing personal opinions (Nimmo, 2000).

Public opinion can be planned. Through organizing, media selection, and define the target. So that they appear to influence public opinion that has developed in the community or deliberately to counter public opinion who already believed the community.

Maxwell McCombs and Donald Shaw explained Agenda Setting is a strong relationship between the messages of the media with issues considered important by the public. Agenda setting is one of the effects of the most popular mass media (Littlejohn, 2002). Agenda setting occurs because mass media became gatekeepers, selective in presenting the news. Media can choose on what to report and how to report. Screening and selection process conducted news media. This process is able to determine what could be constructing public. This theory assumption that the media does not solely bring the information and opinions. Media selects and determines certain information or opinion. Media is actually just concentrate on particular issues that the amount may be small. Then make the audience accept, as if indeed that the issues are more important than the other issues.

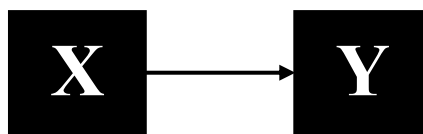
Karen Siune and Ole Borre said that there are three types of influence agenda setting. (1) Representation. Is a measure of how much the media agenda or what is considered important by the media can portray what is considered important by the community (public agenda). (2) Persistence. In this case, the media gave limited the influence. (3) Persuasion. The agenda of the media influence the public agenda.

Based on the above framework, the researchers made a temporary answer (Creswell: 2010). Temporary answer (hypothesis) then must be verifiable. The hypothesis is determined based on the background of the problem, the subject matter, the theoretical basis and framework. Such as:

Ho : There is no significant impact of broadcasting a case death trial of Mirna Salihin toward constructing public opinion.

Ha : There is a significant impact of broadcasting a case death trial of Mirna Salihin toward constructing public opinion

Figure 2: Research Model



Information:

- Independent variable X = Broadcasting a case death trial of Mirna Salihin
- Dependent variable Y = Constructing public opinion

This paper uses the paradigm of positivism. According to Neuman, “Positivism paradigm is used to show the relationship between the variables to be studied and symptoms of causal relationship” (Neuman, 2003).

The method used is a survey method. The survey was conducted by distributing questionnaires. This type of research is an explanatory one. Explanative is a form of research that examined the relationship between variables, either between two or more variables. The type can be used to determine whether a variable is caused or influenced or not by other variables. The hypothesis will be tested truth. To find out whether or not something associated variables with other variables. Or if something caused variable or not by other variables. Ultimately, the researchers want to measure viewership is there any influence Mirna death trial against to construct of public opinion.

Data collection and analysis is using quantitative method. The research instrument used questionnaire. The questionnaire aimed to obtain information from respondents. The information about the judgments concerning the phenomenon under study. The respondents of this study are adult citizens in the region Setu district - South Tangerang. The survey was conducted on September 20 through October 5, 2016.

The object of this research is a case death trial of Mirna. Subjects were residents Setu. Residents who responded restricted to only adults, or aged 17 years and over. Based on the data, the number of 77 881 people Setu. Population is represented by the sample. The sample is part of the population (Creswell: 2010).

According to Guilford (1973), Statistics is a way of looking at a population’s behavior by taking a sample. It’s usually impossible to survey every member of a population because of money or time. That’s where **Slovin Formula** comes in. The formula used to determine the sample Slovin, with an error rate of 10%.

$$\begin{aligned}
 n &= \frac{N}{1 + Ne^2} \\
 &= \frac{77881}{1 + 77881(0,1)^2} \\
 &= \frac{77881}{1 + 778,81} \\
 &= \frac{77881}{779,81} \\
 &= 99,871 \approx 100 \text{ people}
 \end{aligned}$$

Information :

- n = Sample
- N = Population
- e = 1%, 2%, 3%, 4%,5%, or 10%

Sampling Techniques in this research is purposive sampling. These techniques include those selected on the basis of certain criteria that made researchers (Neuman, 2003). Those criteria are adult citizens and watching the case death trial of Mirna.

To Analysis the questionnaire data, using inferential statistical tests. “Inferential test aims to explain the relationship between two or more variables” (Walpole, 1992). Statistical tests were performed with use of statistical data processing program (SPSS). The early stage of testing is to test the validity and reliability of the questionnaire. If not valid and reliable, the researchers need to revise the research instrument. Afterwards, the instrument spread back up to obtain valid and reliable results.

Measurement opinions of respondents used a scale developed by Likert Rensis. This scale is called **Likert Scale**. “Likert scale used to measure attitudes, opinions, and perceptions of a person or of a phenomenon” (Neuman, 2003).

Table 2: Likert Scale

Scale	Values
Strongly Agree	5
Agree	4

Doubtful / No Comment	3
Disagree	2
Very Disagree	1

Source : Sugiyono (2011)

### Analysis

This section describes the results of statistical tests. Not all tests performed in the statistics. Relevant tests to the needs of the research purpose only. Among others are a test of Validity and Reliability, Correlation and Regressions.

Validity was conducted to determine the extent to which the instrument is able to measure what we want to measure. Is the measuring instrument that can measure the properties of the object that we examine. While reliability to measure the consistency of the answers to the questionnaire (Neuman, 2003).

According to the table the value of r-Product Moment, the obtained limit r-table is 0.144. Significant level using 10%, with the number of respondents 100 people.

**Table 3: Conclusion Validity of Test Results Questionnaire Variable X  
(The Broadcasting a Case Death Trial of Mirna Salihin)**

No	Statement	r-values	r-table	Conclusion
P1	National TV always broadcasting a case death trial of Mirna Live and Recorded	0.424	0.144	Valid
P2	A case death trial of Mirna program, appears what their death	0.454	0.144	Valid
P3	These program provide current information other than news programs	0.428	0.144	Valid
P4	Confidence in the law enforcement agencies increased after watching the show	0.414	0.144	Valid
P5	The duration of this program corresponding actual conditions at the location of the trial	0.232	0.144	Valid
P6	Become familiar with the legal process in Indonesia after watching the program	0.445	0.144	Valid
P7	The show displays the opinion of witnesses, forensic experts, suspects, prosecutors, lawyers and others	0.454	0.144	Valid
P8	Watching a case death trial of Mirna is able to provide new insights	0.267	0.144	Valid
P9	There is a question and answer segment with other legal experts guided the Host	0.445	0.144	Valid
P10	The case death trial of Mirna always reported by National TV	0.424	0.144	Valid
P11	The case death trial of Mirna is packed with interesting and informative	0.414	0.144	Valid
P12	These program have audio and visual provide good quality	0.428	0.144	Valid
P13	These program affect your emotional feelings	0.414	0.144	Valid
P14	These program are able to provide new knowledge	0.141	0.144	Not Valid



P15	National TV is always broadcasting the progress a case death trial of Mirna	0.428	0.144	Valid
P16	In addition to the case of the death of Mirna, National TV broadcast the trial of other cases that occurred in Indonesia	0.267	0.144	Valid
P17	The program also displays a suspect defense (Jessica)	0.232	0.144	Valid
P18	In the process, other than the actor reveals Jessica as a murderer	0.424	0.144	Valid
P19	In this program, the sources are competent in their field	0.454	0.144	Valid
P20	Another segment in addition to the trial, adding excitement to watch	0.445	0.144	Valid

**Table 4: Conclusion Validity of Test Results Questionnaire variable Y (Constructing Public Opinion)**

No	Statement	r-values	r-table	Conclusion
I1	A case death trial of Mirna progress towards a bright spot who the perpetrators and the murdered motive	0.216	0.144	Valid
I2	The program proves that this case is quite important for the people of the Republic of Indonesia	0.433	0.144	Valid
I3	This program shown continuously	0.415	0.144	Valid
I4	The program brings you constantly updated on the important issue explicitly in this country	0.328	0.144	Valid
I5	The trial progress from day to day are related to the efforts to prove the truth	0.433	0.144	Valid
I6	You followed this program from beginning to end	0.156	0.144	Valid
I7	The trial of death Mirna be one topic of conversation along with your comrades	0.189	0.144	Valid
I8	You affected by this program	0.216	0.144	Valid
I9	The program directed to Jessica as a suspect murderer	0.185	0.144	Valid
I10	Always trying to take the time to watch progress of the case of death Mirna Salihin	0.415	0.144	Valid

**Table 5: Conclusion Test Reliability Questionnaire**

No	Variable	Cronbach's Alpha	Realibility Limit	Conclusion
1	Broadcasting a case death trial of Mirna	0.812	0.60	Very Realible
2	Constructing public opinion	0.625	0.60	Realible

Correlation is a statistical tool that can be used to compare measurements of two different variables, in order to determine the degree of correlation between the variables (Kleinbaum,1988). Correlation test the hypothesis that the researcher will answer submitted. The results of correlation test variables X and Y are as follows:

**Table 6. Correlation Test Results**

Correlations	
TrialMirna	ConstructingOpinion

TrialMirna	Pearson Correlation	1	,635**
	Sig. (2-tailed)		,000
	N	100	100
ConstructingOpinion	Pearson Correlation	,635**	1
	Sig. (2-tailed)	,000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 6 is the output correlation test using SPSS.19. Based on table 6 shows that the hypothesis is rejected Ho. This means that the alternative hypothesis (Ha) accepted. The conclusion is significant, or there is influence between broadcasting a case death trial of Mirna Salihin toward constructing public opinion.

**Table 7: Regression Test Result**

**Model Summary**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	,635 <sup>a</sup>	,403	,400		3,30902

a. Predictors: (Constant), TrialMirna

Table 7 is the output result of regression test data processing. In Table 7 shows the value of R is 0.635. By using table 8, R value is show these effects exist in the levels of a strong relationship. Based on the value of R Square of 40.3%, 59.7% indicate that there are other variables influencing the construction of public opinion. The other variables in addition to the effect of the news on television, this requires further research.

**Table 8: Interpretation Correlation**

Coefficients Correlation	Level of Correlation
0.00 – 0.199	Very low
0.20 – 0.399	Low
0.40 – 0.599	Moderate
0.60 – 0.799	Strong
0.80 – 1.00	Very Strong

Source: Sugiyono (2011)

The other analysis is based on the results of questionnaires. This analysis is associated with the components of news value theory which is used in this research. The broadcast of a case death trial of Mirna Salihin pertained kind of news. The characteristics of journalism (news) is fulfilled. Timeliness, that fact is reported directly from the location of the court Live. Viewing opinions of all parties, victims or suspects. Even the hosts performed during pauses trial, The hosts did not provide an opinion but by a trusted source. People who fill out the questionnaire also felt that the proceedings interesting impressions. Impact, the court considered that the display is able to answer questions about the progress of case death of Mirna. Proximity; that the case since January became the talk between them. Weirdness; Mirna and Jessica nobodies in Indonesia. Nevertheless; the death of Mirna considered novel in this country. Prominence; in proceedings involving legal experts are quite famous in Indonesia. Conflict; that from the first to the last trials involve numerous witnesses and confessions Jessica unexpected.

In the statement of questioner I2, I4, I6, I7, I8, I10 researcher attempt to test the theory of Agenda Setting. From the results, the audience dominant affected by impressions and feel it important to always be followed and talked about with other in their environment.

If the media can prepare of the messages before they broadcast in such a way, it will be interesting for the audience. As in this study, although Jessica and Mirna not famous in Indonesia but the trial progress is appealing to the public. In fact, public opinion can be planned by the media. So that was delivered in the agenda setting theory through: organizing, media selection, and define the target. So that its appearance can be directed to influence public opinion. Does the opinion that has developed in the community or deliberately to counter the public opinion of other people already believed before.

**Conclusions**

The success of story depends on understanding of the audience, namely: how far the audience is familiar with the news being broadcasted. This success underlined to Brook's news values: (1) Closeness (Proximity), (2) Fame (Prominence), (3) Timeliness, (4) Impact (Consequences), (5) Fabulist (Magnitude), (6) Conflict, (7) Weirdness (Oddity or Unusualness).



Agenda setting theory presented by Maxwell McCombs and Donald Shaw. This theory states that there is a strong relationship between the messages of the media with issues that are valued by the public. It is one of the effects of mass media are the most popular. Agenda setting occurs because mass media became gatekeepers. Selective mass media in conveying the news. They made a choice about what to report and how to report it. From this research its proves about the theory of Agenda Setting. Specific goals to be achieved by the media owners easily when they led public opinion. Broadcasted programs must have the components in news value and dimension in the agenda setting theory. It is intended for people interested in the program.

News screening process will determine public opinion. What needs to be known to the public about a situation at a particular time. The stages of agenda setting, there are three: Representation, Persistence, and Persuasion. From the research, it was concluded that the citizens of South Tangerang Setu district affected by the broadcast of the case death trial Mirna Salihin on national television, is relatively strong influence. This means that citizens be discussing the case to its environment. This is done after death trial watched a case death trial of Mirna on national television. It became one selection of topics in Phatic communication theory. Someone who managed to communicate well if the person is able to cultivate and strengthen the self esteem of others through: understanding, awareness, appreciation and concern for others through communication warm, warm communication is called phatic communication. With it, are expected to familiarize their relationship with the people in their environment.

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