

## The Role of Media in Amplifying G20 Indonesia Presidency Issues on 14 Online Media

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***Abstract.** On October 31, 2021, Indonesia was appointed to assume the G20 Presidency and proposed 3 (three) priority issues in the G20 Presidency, namely Digital Transformation Issues, Global Health Architecture Issues, and Sustainable Energy Issues. To obtain the success of the G20 Presidency, the role of mass media is an important factor to support this success. Using quantitative content analysis and thematic analysis units, this article seeks to obtain an overview of the role of the media on two important issues focused on at the G20 event, namely Priority Issues and Working Group Issues. The results of the study found that Kompas.com conveyed the most information about the G20 with 202 articles and issues regarding Digital Transformation were the most discussed Priority Issues. It can be concluded that the role of the media is still limited in conveying information about the G20, so it is expected to amplify the G20 through other social media and convey messages that have proximity to the audience.*

**Keywords:** G20 Presidency, Role of Mass Media, Thematic content analysis, Proximity

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### INTRODUCTION

As the fourth pillar of democracy, the mass media is able to have a major influence on an event and change the public's perception of the event, including the G20 Presidency (The Group of Twenty) Indonesia. However, research conducted by the Indonesian Political Indicators (IPI) survey institute, quoted from CNN (2022), results that 66.8 percent of Indonesian people do not know Indonesia is carrying out the duties of the G20 Presidency. Edmund Burke (Singh, 2019) states that "Media has the power to influence the people with ease as compared to any other means, it has a direct impact and has a wide appeal it can easily change the perception of an individual towards the way they like too". This statement indicates that the G20 Presidency that Indonesia received in

2022 is an important and useful meeting, not only for Indonesia but also for the world. The importance of this meeting encourages synergy and support from various parties for the continuity of this meeting, especially the media.

The G20 was formed in 1997 at the initiation of the Group of Seven (G7) countries. G20 members are not only developed countries, but also developing countries, even though the G20 website states that its members represent more than 80% of the world's Gross Domestic Product (GDP), 75% of international trade, and 60% of the world's total population. G20 aims to overcome crises, especially those in Asia, Africa, and Latin America. So, it can be said that the purpose of the formation of the G20 is to realize stronger, sustainable, balanced, and inclusive global growth

(G20 Indonesia, n.d.).

The G20 was founded in 1999. It began as a meeting of Finance Ministers and Bank Governors in member countries as a response to the global financial crisis in 1997-1998 and developed into an annual meeting. The problems raised by the host country, known as the Presidency, are a response to problems developing in the world and are a continuation of the previous Presidency. For example, in 2021, when Indonesia holds the Presidency, the issue that is emphasized is addressing global problems from 2020 to 2022, namely the Covid-19 Pandemic. Nevertheless, on the other hand, the pandemic has also driven digital innovation in countries that have robust infrastructure, and at the same time, there is a digital divide in the world. So, in the G20 Presidency in 2022 (G20 Indonesia, n.d.), Indonesia encourages three main pillars to be discussed: Global Health Architecture, Sustainable Energy Transition, and Digital Transformation, and are reduced to thirteen issues related to working groups. To achieve the goals, it is essential to know the role of the media in encouraging the dissemination of information about the issues.

Research about the G20 conducted by Astuti & Fathun (2020) highlights the issue of Indonesia's Economic Diplomacy Strategy in the G20 Forum and mainly focuses on the character of economic diplomacy. Another research conducted by Dwi Astuti (2020) concentrates on proving the performance in carrying out multilateral cooperation through the collective response of the G20. Both of these studies focus on economic diplomacy issues.

A study conducted by Ganey (2019) at the 2019 G20 meeting in Osaka, Japan shows that the topic of media coverage of the US-China Trade War totaled 469 articles, then 313 articles on the Global Economy, 262 on Climate Change, 230

on Energy, 213 on Technology, and 128 articles on Tensions in Iran. Meanwhile, according to the number of politicians mentioned during the G20 Meeting, the highest news is about US President Donald Trump with 937 articles and the lowest news is about Turkish President Recep Tayyip Erdogan. From the news conveyed it is indeed very closely related to the conditions in 2019, when the United States and China Trade War became a dominant issue.

Simela as quoted in Muhamad (2019) also said, "The existence of the G20 is not only a forum for disseminating the influence and interests of major countries, developing countries also have interests that need to be considered and fought for". Therefore, the description of issues presented in the G20 forum is fundamental and relevant to be known by the public to encourage the public to move together to achieve the pillars of Indonesia's G20 Presidency as a means of Indonesian diplomacy in fighting for these priority issues. The same thing was said by Antolak-Saper (2023)," Not only the media is a source of information for the public, but the audience may also be influenced by the importance of an issue depending on the emphasis that the media places on it". This statement reinforces an indication that has been conveyed by IPI regarding the low information received specifically about the G20.

This article tries to study the role of the media in amplifying issues related to working groups and priorities at the G20 event. Because the media's role is crucial in amplifying information about an issue, in this case, the G20 issue, to the audience. As Salvin said (2021), "The role of any media old or new is to effectively deliver information". Aryal (2023) also talked about the role of media, mentioning that media directly and meaningfully influences the mood of the readers and listeners. Meanwhile,

Mcquail (2010) said that the role of media can be characterized by its nature as a window on experiences and events, mirrors, filters or gatekeepers, directions, forums, disseminators, and interlocutors. From this explanation, it is understood that the role of the media on an issue becomes relevant because without coverage of an event, the attention and experience of the event will be minimal and meaningless.

These statements explain that the media plays an important role in providing exposure to an event so that it can be known by the public. In previous research, although it focused on the role of the media in providing an overview of reality, it still focused on the reality that was close to the condition of society. Meanwhile, if we look at the issue of the G20, the distance is far greater because of its attachment to the world community. Especially when we look at the results of a survey conducted by IPI that shows that the public doesn't familiar with G20, so it can be said that the media has minimal role because it has not been encouraged to amplify the issue until it can attract the public attention. Whereas in an event like the G20, the role of the media is crucial to inform the issues that Indonesia is trying to bring as priority issues so that they can be voiced as issues that must be pushed faster. Based on these explanations, this article attempts to understand the role of the media in amplifying issues related to the G20. Among all the issues being disseminated, which issue is the media most focused on in its reporting? So what does the mass media do in its role in informing about the G20 event?

### **Understanding News**

Gaye Tuchman (1978) says that news is a social construct. Tuchman's statement indicates that what the media conveys to its audience is a construction of real problems that develop in society and does not fully represent the actual

reality. So, it can be said that when a media tries to report on the G20 issue, it considers it an important issue. This is in line with what McCombs & Shaw (West & Turner, 2018) said about how the media regulates the content of the news to be conveyed,

*"... explains that media set the agenda for the public, they tell people what is important by the number of times a story is reported and, by the implications, if they do not report on a story, they indicate what stories are unimportant"?*

This statement clarifies that when the media presents certain issues and their appearance continues to be reported, then this shows how important the issue is for the public.

Content analysis is the content of the message in mass media, and it can be categorized as having a strong effect when the audience has no choice in the media. On the other hand, the content of the message can have a limited influence when there are many media choices available so that the audience can actively choose the message they want to receive. As also stated by Firdaus, Prayogi, & Pebriane (2022), the dissemination or dissemination of information is not only mass in nature but also impersonal. Meanwhile, from the articles written by Abdullah, Hayat, & Rahman (2020) when talking about the medium used in delivering news about the corona, it is stated that the dissemination of information on online news media is only 29.5%. This percentage shows the small reach of information conveyed through online news media. Therefore, based on this research it can be said that the focus should be on the messages conveyed by the media, not on what is received by the audience.

Riffe et.al (2019) views communication messages from the mass media as an antecedent condition that

can affect the cognitive construction and attitude of the audience. The news presented by a media is greatly influenced by various antecedent factors such as the way it is presented, what is highlighted, how often the material must be presented, and the topic or theme to be conveyed. Krippendorff quoted by Putranto (2004) said that when talking about content analysis, there are 5 (five) variations of observations to analyze it, namely physical units, syntactic units, referential units, proportional units, and thematic units. This study will focus more on thematic units, emphasizing the theme's content in the message studied.

### Priority Issues and Working Group Issues

Recognition of the importance of collective action and inclusive collaboration among major developed and developing countries around the world has always been a core goal of the G20. Today, the world needs it more than ever. The global pandemic has affected every aspect of society, from health to education to international trade. At the same time, gaps in countries' capacity to address crises prevent the world from fully controlling today's common problems and concerns.

Understanding the challenges and the need for collective action, Indonesia focused on the three main pillars of the G20 Presidency in 2022: Global Health Architecture, Sustainable Energy Transition, and Digital Transformation. Through these pillars, Indonesia will continue to ensure equal access to the COVID-19 vaccine and encourage sustainable and inclusive economic development through the participation of *Usaha Mikro Kecil dan Menengah (UMKM)* and the digital economy while maintaining aspirations to continue to increase our collective capacity to guarantee prosperity. together between

countries through various global tax reform efforts, stronger cooperation in eradicating corruption, deepening infrastructure financing, and encouraging more democratic and representative international collaboration.

### METHOD

This research will use quantitative content analysis where, as Krippendorff says (2004), "content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use". This statement indicates that content analysis research from a quantitative perspective involves drawing data from text according to presented context. The text can be written in newspapers, digital media, books, television, or other forms, which is called manifest or visible directly, provides an overview of the amount or quantity of text delivered, and can be replicated. The unit of analysis of this research is thematic in nature with researchers not only looking at the title of the article displayed but looking at the idea or theme, no longer about words (syntax), equivalent words (referential), anything related to the issue of the Indonesian G20 Presidency and using content validity to see the relationship between thematic concepts and the issues conveyed by the media.

When talking about research related to content analysis carried out by the media as conducted by Darmawan and Puspita Jati (2012) on news about the Reshuffle of the *Kabinet Indonesia Bersatu II*, Westerhal's concept of objectivity by analyzing the language used by journalists in reporting (neutral, positive, negative) shows that mass media, especially Jawa Pos and Kompas seem less objective. This is less objective of Jawa Pos and Kompas, especially seen from several facts such as the interviews which are psychological in nature, not

neutral, not cover-both sides, and do not use primary sources. Meanwhile, research from Santoso, et.al (2020) who analyzed 119 online news articles in the Jakarta Post related to the 2019 election using news submitted by candidates found that news about both candidates, in this case, Joko Widodo and Prabowo, had the same opportunity to be framed objectively in the news. These two studies show that research on content analysis has not emphasized the thematic type as will be done in this study.

Meanwhile, the period taken in this study lasted from October 31, 2021, to May 31, 2022, where data was taken from 14 digital media which are divided into 10 digital media that also have traditional media and 4 stand-alone media, namely Kompas.com, mediaindonesia.com, republik.com, tempo.co, liputan6.com, viva.com, Jakarta post. CNBC, BBC Indonesia, CNN Indonesia, detik.com, kaskus.com, and tirto.com. The observation unit of this study is that all news related to issues handled in the G20 countries meeting is divided into two major parts, namely 1) priority issues in which there are 3 (three) issues raised, namely Global Health Architecture, Digital Transformation, and Sustainable Energy Transition. Of the 3 (three) priority issues, there are 4 priority issues regarding Global Health Architecture, 4

issues of Digital Transformation, and 7 important issues of sustainable Energy Transition.

**RESULTS AND DISCUSSION**

Of the 14 online media that are the object of research, they will be divided into 2 (two) important parts in this study, namely 1) research results based on *Working Groups* issues and 2) research results based on 3 (three) media priority issues in Indonesia’s G20 Presidency.

**News Research by Working Groups**

The results of research from the news in the media Kompas.com show that the issue of natural resources and culture in the field of tourism is very much discussed, amounting to 16 articles reported.

Table 2 shows the number of news reports displayed on the post-pandemic global economic order with a greater frequency of 10 than other news. Liputan6’s tendency to focus on business and economics and lack of prominence in topics such as health, lifestyle, and global may explain the frequency of data obtained in this study.

Search results for the G20 issue on Detik.com showed that the issue of preserving natural and cultural resources in the field of tourism became the most significant emphasis carried out by Detik.

TABLE 1. Kompas.com News Themes

Theme	Frequency
Preservation of natural and cultural resources in the field of tourism	16
General description	15
Activities/coordination and policies regarding tourism recovery	13
Transition to cleaner energy sources	13
Investment and innovation in cleaner technologies	11
restoring the post-pandemic global economic order to be stronger, inclusive, and collaborative;	10
Trade	10
Others	114
Total	202

TABLE 2. Liputan6.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive, and collaborative;	10
Improving working conditions	7
Preservation of natural and cultural resources in the field of tourism	6
Transition to cleaner energy sources	5
Issues related to the digital economy	5
Transition to a lower carbon energy system	5
Strengthening global health security	5
Others	62
Total	105

TABLE 3. Detik.com News Themes

Theme	Frequency
Preservation of natural and cultural resources in the field of tourism	6
restoring the post-pandemic global economic order to be stronger, inclusive, and collaborative;	5
Climate change adaptation, resilience, and nature-based solutions	4
Digital ecosystem	3
Issues related to the digital economy	3
Others	19
Total	40

TABLE 4. Tempo.com News Themes

Theme	Frequency
General description	10
Economic growth through tourism activities	10
restoring the post-pandemic global economic order to be stronger, inclusive, and collaborative;	5
Promoting employment	4
Issues related to the digital economy	4
Energy security	3
Others	22
Total	58

com, which was 6 articles followed by news on restoring the global economic order, as many as 5 articles.

In Tempo.co news, it can be described as that tempo.co conveys more messages about the G20 in general or, in this case, does not focus on any theme, only reporting activities about the G20.

Tempo.co news focuses on economic growth through tourism activities, with a frequency of appearance of 10.

While the news by Tirto.com is the same as that of Tempo.co, the general explanation of the G20 is the most conveyed thing, as many as 5 times its appearance and followed by issues related

TABLE 5. Tirto.com News Themes

Theme	Frequency
General description	5
Issues related to the digital economy	3
Investment in the Context of Trade	2
Issues related to prevention, preparedness, and pandemic response;	2
Economic growth through tourism activities	2
Combating biodiversity loss	2
Others	9
Total	25

TABLE 6. Media Indonesia.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	8
Climate change adaptation, resilience, and nature-based solutions	3
Strengthening global health security	3
Economic growth through tourism activities	3
Others	28
Total	45

TABLE 7. Metronews.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	6
Promoting employment	2
Others	7
Total	15

to the digital economy 3 times.

On *mediaindonesia.com*, the most reported news is about the recovery of the global economic order with a frequency of 8 appearances, and news regarding this matter is included in one of the 3 G20 priority content, and the most reported is news other than priority issues and issues working group, 28 times.

Like *mediaindonesia.com*, the issue conveyed is the same as *metronews.com*, namely with the frequency of its appearance 6 times.

*Republika.id* also puts news about restoring the post-pandemic global economic order as the most raised issue,

which is 5 times the frequency of its appearance. The most that appeared was news outside the main issues of the G20 as much as 16 times.

Meanwhile, *viva.com* published the same issue as other online media, namely about restoring the post-pandemic global economic order which was an important issue that was most raised, namely as many as 6 frequencies. What is shown by *viva.com* is similar to *Republika.com* with other news besides the main issues of the G20 are displayed 22 times.

*Kaskus.com*, which is an independent online media without any connection to conventional media, puts

TABLE 8. Republika.id News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	5
Activities/coordination and policies regarding tourism recovery	4
Digital Transformation in an economic and social context	3
General description	3
Education in the Context of a Pandemic	3
Others	16
Total	34

TABLE 9. Viva.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	6
Issues related to the digital economy	3
Strengthening global health security	3
General description	3
Transition to cleaner energy sources	3
Others	22
Total	40

TABLE 10. Kaskus.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	4
Issues related to the digital economy	3
Prevention and fighting corruption	3
Others	15
Total	25

the same issue, namely restoring the post-pandemic global economic order, as an important issue to be displayed. Articles outside the main issue was displayed 15 times.

In CNBC.com news, the issue of restoring the post-pandemic global economic order was given more attention, published as many as 11 times. This issue can be interpreted that CNBC's news about Indonesia's G20 Presidency tends to center on economic issues.

Issues related to the digital economy were given more attention by Jakartapost.com in its G20 activities report, as many

as 5 times appearing on the digital economy issue.

The same issue, namely the digital economy, is also an important concern by BBC.id when reporting on G20 activities.

Meanwhile, CNN.id only paid attention to G20 activities and did not focus on certain priority issues or as part of issues related to working groups. The issue of this general explanation was raised 9 times during the study period.

### Research Results Based on Working Group Issues

From the research results based on



TABLE 11. CNBC.com News Themes

Theme	Frequency
Restoring the post-pandemic global economic order to be stronger, inclusive and collaborative (non-digital)	11
Issues related to the digital economy	10
General description	7
Economic stability and prosperity due to Health impacts	6
Digital ecosystem	5
Issues related to prevention, preparedness, and pandemic response;	5
Transition to a lower carbon energy system	5
Strengthening global health security	4
Others	29
Total	82

TABLE 12. Jakarta Post News Themes

Theme	Frequency
Issues related to the digital economy	5
Collaboration on the resilience of the global community to future pandemics	4
Investment in the Context of Trade	2
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	2
News on energy security	2
Others	5
Total	20

TABLE 13. BBC.id News Themes

Theme	Frequency
Issues related to the digital economy	2
Climate change adaptation, resilience, and nature-based solutions	1
Total	3

TABLE 14. CNN.id News Themes

Theme	Frequency
General description	9
Transition to cleaner energy sources	8
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	7
Empowering women in the private sector	4
Digital ecosystem	3
Activities/coordination and policies regarding tourism recovery	3
Preservation of natural and cultural resources in the field of tourism	3
Economic stability and prosperity due to Health impacts	3
Others	38
Total	78

TABLE 15. News by Working Group Issues

Working Group Issues	Frequency
Agriculture	0
Digital Economy	124
Education	3
Work	13
Tourism	66
Energy Transition	66
Environment and climate sustainability	11
Trade, investment, and industry	12
Anti-Corruption	3
Health	31
Empowering, initiating, and empowering women	4
General Explanation	52
Others	387
Total	772

TABLE 16. News Based on Priority Issues

Priority Issues	Sum
Global Health Architecture	31
Digital Transformation	128
Sustainable Energy Transition	77
Total	236

working group issues, it can be found that the most reported issue is about the digital economy, with as many as 124 news. In contrast, the issue that receives the least attention is the issue of anti-corruption and education which is only reported 3 times in the research period.

**Research Results Based on Priority Issues**

From the research results based on priority issues, it can be illustrated that news on digital media in Indonesia still emphasizes the problem of Digital Transformation, followed by sustainable energy transition, and the issue of Global Health Architecture is the last issue reported by online media in Indonesia.

The results show that the role of the media in amplifying reporting on G20 priority issues is quite good,

although not yet satisfactory, especially in disseminating priority issues. If we compared the overall issues presented by 14 online media compared to the priority issues displayed, only 30.56% percent of the media tried to convey to the public about priority issues. This indicates that the role of the media in amplifying news about the G20 is still minimal. But as we know, the success of a G20 Presidency is not only a success in discussions between G20 members, but the success of the G20 Presidency is to what extent the issue can be conveyed and understood well by its citizens so that the programs that must be carried out as part of the sustainability of the G20 program can be run jointly between countries and their citizens. Of the 14 online media sources, 12 reported on this issue. Among those 12, the 7 most frequently cited sources were prominently

featured.

Related to the priority issues conveyed by 14 online media related to this research, the issue of Digital Transformation is the most often raised. Why is the issue of Digital Transformation raised most often? According to merdeka6.com (2022), the Indonesian G20 Presidency's priority issue regarding Digital Transformation focuses on achieving the potential for digitalization of the global economy to overcome human problems and it is said very clearly that digitalization is the key. The media in this case focuses on the issue of digital transformation considering Indonesia's post-Covid-19 condition, which has experienced many changes in the use of digital channels, for example, carelindungi.com, or the increasingly widespread use of electronic wallets (e-wallets), such as OVO, Go-pay, Link Aja, and so on.

Why did only 30,56% of the news mention the priority issues? One of the factors that drive this to happen is the value of the news delivered. And when we are talking about news values, as Harcup & O'Neill (2001) said, there are several characteristics of a news value, such as exclusivity, bad news, conflict, surprise, shareability, drama, magnitude, to relevance. Out of the many news values, indeed the G20 event has a large magnitude, but minimal relevance if it is associated with the Indonesian people themselves. So, it can be said that the level of proximity of the issues in the G20 is not an important issue for the media to convey. Even if it is conveyed, it is limited to when the event is carried out, before and after no longer informed about the issues.

McQuail (2010) stated his thoughts on the role of the media in influencing audiences as follows, "The public learns from the news and becomes more informed as a result. The factor that allows news to

be chosen by the media is the closeness of the people and events in the news to the audience". Learning and being informed from the news and the proximity to the news indicate that the issue of digital transformation is important. This happens because the concept of proximity to an issue is related to the needs and feelings of being bound by its audience. Referring to the survey conducted by IPI, it can be said that the G20 event is considered an event that has no closeness to conditions occurring in society and does not give rise to an urge to know about the event. Why? One of them is the use of many foreign and exclusive terms from the G20, such as ministerial meeting, exit policy, and sherpa track, which is not well understood by the public.

Its closeness to unbound news makes the media have a central role in amplifying G20 events. By amplifying it, it is hoped that information can be known and will eventually cause proximity to the event. As stated by Ningsih (2015), although people are limited in processing news, they bring 'proximity' to their news content. This statement shows that indeed the proximity to exposure of an event must continue to be amplified by the media and it is expected that the way the media creates that proxy is through reporting and disseminating information before, during the event, and after the event is over.

Therefore, the success of the G20 does not only depend on the role of the media, but also the ability of parties related to the G20, officials or committees in conveying messages that are easily understood by the public, thereby raising awareness of the G20. Audiences who know little about the event must be amplified, through social media, radio, or else, with the event so that the public knows, understands, and can take action from the results obtained from the G20 event. Why? By increasing the channels

used for amplification, information will spread more quickly because the audience profile and audience selection of a media is very determining. And the impact can be felt directly by society, not just consumed by elites and policy makers.

### **Why Digital Transformation becomes an important G20 Priority Issues**

Among the issues described by the media related to the G20 event, a study of 14 online media that were used as study objects showed that digital transformation was the main focus that was conveyed by the media more than the other two issues. The study of the digital era cannot be separated from the concept of disruption presented by the Data Intelligence provider (SAS) in 3 important elements, namely people, business and technology (SAS, 2022). These three elements become a convergence that drives significant world change, for example, in the element of people, Digital Transformation will encourage the creation of flexibility, speed, and collaboration.

Previous studies on the G20 such as those conducted by Kirton & Warren (2018), emphasis on Digitalization Governance, found that the issue of electronic commerce or *e-commerce* was identified as a tool to manage the financial crisis in response to the 2008 financial crisis. Different studies conducted by Dwi Astuti (2020) still focusing on G20 events but focusing on how the cooperation established among G20 countries in the Global Economic Recovery from Covid-19 recommends the need for a joint response through a multilateral cooperation system to overcome it. These two studies confirm that the G20 event is an important event and worth covering. However, the fact is that the public does not fully understand the importance of this event. At this point the role of the media becomes crucial and important. The media should raise issues

that they consider priorities so that they can become Government Policy and will ultimately influence stakeholders related to digital transformation policies, not only companies but also consumers.

If we look back at the results of the issues presented by the media, it can be seen that Kompas.com is one of the media that published the most G20 issues with 202 articles, with the most frequently raised issue being the restoration of the global economic order which is closely related to the Covid-19 condition. As we already know that Covid-19 has created a global pandemic that affects every aspect of society, from health and education to international trade, and as Pratiwi et.al (2021) said is changing daily behavior patterns. This condition creates gaps between countries considering that each of them handles the crisis differently according to their abilities. Let's look at Indonesia, for example, where economic inequality is widening due to the Covid-19 pandemic. As reported by Katadata.co.id (Victoria), the inequality ratio in March 2020 was 0.381 from the previous September 2019 of 0.380 and September 2020 of 0.385. The same thing happened all over the world with financial losses of \$31.8 trillion as reported by the Ministry of Finance 2022, so it is said that 'like it or not' the existing conditions have 'forced' the world order to change through waves of health crises and economic crises which will eventually lead to in the creation of a global dilemma. This condition as Purwowidhu (2022) said ultimately requires global solutions and collaborative cooperation among countries worldwide.

Another fact related to Digital Transformation issues is the impact of the Covid-19 Pandemic, as conveyed by the Ministry of Education and Culture (2022) as '*learning loss*', which is a term that describes a condition where students lose the opportunity to learn and gain

proper knowledge. This condition creates individuals who stay at home, do not have direct contact, and use certain media in learning. There is access to inequality in technology, including inadequate infrastructure and economic inequality. This ultimately creates a digital divide. Moreover, this is happening in Indonesia and around the world, so it is important because when the G20 Presidency is in Indonesia, Indonesia pushes digital issues, especially education, to be the main agenda in encouraging global recovery efforts. All the facts conveyed related to digital transformation make the G20 event an important means to convey to the public how important the event is.

## CONCLUSION

This article concludes that the role of the media itself is only to provide information, without sufficient explanation to readers about the issues, even though the information related to priority issues is broken down into various topics related to working group issues. The role of media in amplifying the issue is good enough, but not optimal because as we have seen their main focus were only digital transformation. Why? One of the factors is because the G20 issue had less relevance with the audience. Moreover, this news was published in online media where the dissemination of information prioritizes speed, flexibility and concise text as long as it can maintain the existence of the media itself. But on the other hand, an event like the G20 requires enough news space to convey the issue. Another thing that the media must do is convey information about the G20 using terminology that is not exclusive or foreign terms that are difficult for the public to understand, but uses terminology that is close to the public, easy to understand, and in accordance with people's daily living conditions.

Therefore, regarding major events

that require good reporting associated with the existence of online media that demands limited speed and space, to increase attention and good understanding of these events requires aggregation not only from the 14 online media itself but through online media. but also dissemination of information on other platforms that have space, access to be read more widely, and bring closer understanding of an event to the public (proximity of the news), especially regarding an event that has international reach. So, it would be better if the priority issues offered by Indonesia in the G20 Presidency can be amplified or refitted continuously according to the existing conditions so that they can create a change in the way of thinking about an issue. Often, the news that is submitted through existing media channels, will be an opportunity for us, Indonesia, both to increase influence and acceptance of Indonesia itself and improve Indonesia's bargaining position in the global arena – for example, in solving international issues, overcoming trade issues, digital divide, global health, environment, and other issues.

In the future, more studies are needed to learn about G20 issues not only in online media but also in conventional media, especially in the process of producing messages from the media itself. This needs to be done to study the reasons for the media being not optimal in delivering messages on G20 priority issues. Another thing that can be done to understand G20 issues more comprehensively is a survey to assess whether the media has a big role in an issue like the G20, as well as the reason for audience reception of G20 news.

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