

The Effect of Exposure to Positive Indonesian National Army News on Covid-19 in Online Media on the Attitudes of the People of Bajawa City

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ABSTRACT

One of the news that has caught the attention of the Indonesian people since 2019 until now is the news about Covid-19. The purpose of this study was to analyze the effect of exposure to 41 TNI reports that were positive for Covid-19 in online media on people's attitudes in Bajawa City. The approach in this research is quantitative with a survey method. The sampling technique used is the purposive sampling technique and the sample obtained is 100 people. The theory used in this research is the Agenda setting theory. The study results found that there was an influence between news exposure of 41 soldiers with positive Covid-19 in online media towards people's attitudes in Bajawa City. This is evidenced by the presence of some respondents who are more afraid of news of death due to Covid-19 and do not understand how to prevent Covid-19.

Keywords: Media Exposure; Covid-19; Online Media; Attitude; Bajawa People

Pengaruh Terpaan Pemberitaan TNI Positif Covid-19 di Media Online Terhadap Sikap Masyarakat Kota Bajawa

ABSTRAK

Salah satu berita yang paling menyita perhatian masyarakat Indonesia sejak 2019 hingga kini adalah berita tentang Covid-19. Pemberitaan tentang Covid 19 menyebar juga di seluruh wilayah Indonesia termasuk di Propinsi NTT khususnya di kota Bajawa. Respon dan efek dari masyarakat yang jauh dari pusat pemerintahan di Jakarta sangat beragam. Terpaan media baik intensitas maupun kualitasnya akan menentukan efek yang ditimbulkan kepada masyarakat. Bagi masyarakat, pemberitaan terhadap sosok panutan atau kelompok yang disegani akan mempunyai akumulasi efek yang berbeda dibandingkan dengan pemberitaan terhadap warga biasa. Bahkan dalam pemberitaan kasus tertentu dapat juga tidak berpengaruh apa-apa. Tujuan penelitian ini untuk menganalisis pengaruh terpaan pemberitaan 41 TNI yang positif Covid-19 di media online terhadap sikap masyarakat di Kota Bajawa. Metode pendekatan dalam penelitian ini adalah kuantitatif dengan metode survei. Teknik sampling yang digunakan adalah teknik purposive sampling dan sampel yang diperoleh 100 orang. Teori yang digunakan dalam penelitian ini yaitu teori Agenda setting. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara terpaan pemberitaan 41 TNI yang positif Covid-19 di media online terhadap sikap masyarakat di Kota Bajawa. Pemberitaan ini semula diduga akan menyebabkan masyarakat menjadi takut, cemas dan khawatir, tetapi ternyata pengaruhnya relatif kecil karena di dalam pemberitaan tersebut langsung disebutkan bahwa penularan terjadi karena seluruh anggota TNI terkena Covid setelah kembali dari mengikuti pelatihan militer di Denpasar, Bali yang memang menjadi episentrum penularan Covid 19 pada saat itu khususnya untuk wilayah Indonesia bagian tengah. Pengaruh pemberitaan tentang golongan yang terkemuka di masyarakat, ternyata dapat di mediasi dengan kejelasan isi pemberitaan.

Kata kunci: *Terpaan Media; Covid-19; Media Online; Sikap; Masyarakat Kota Bajawa*

INTRODUCTION

Advances in technology now certainly bring various conveniences in people's lives. This includes access to information. People can easily and quickly exchange information without being limited by space and time (Kadir, 2003). The development of communication technology also has an impact on the practice of journalism. As an activity to share various news quickly and widely, as quoted from Adinegoro in Amar (1984), the world of journalism has experienced various developments. Currently, the practice of multi-platform journalism is booming along with technological developments that demand media convergence.

The presence of online media is one of the impacts of technological developments, especially those based on the internet and digital. Online journalism or also known as cyber journalism by Craig (2005:134), is defined as the process of distributing information by utilizing media and internet instruments. It combines text, audio and video so that it allows the audience to access it at any time. Through the presence of online media, the media industry can share news regarding certain events very quickly online (Romli, 2012). In the practice of online journalism, a journalist is required to provide journalistic products in real time, immediacy, multimedia, archiving and interactivity (Ward & Peppard, 2002). According to Salwen (2005), future journalistic works are now found on the internet. Therefore, Salwen predicts that one day, online news will shift to mainstream journalism. The development of internet-based technology always brings various changes. For example, the virtual community or what is known as the global village where people can gather virtually (Tambaruka, 2013). By relying on gadgets, people can interact, produce and distribute content. Therefore, the internet era is claimed to be an era with many advantages (Green, 2010).

One of the news that has caught the attention of the Indonesian people since 2019 until now is the news about Covid-19. News about this pandemic adorns the face of the media, both in conventional media and in new media or online media. The intensity of the news, of course, affects news exposure in the community where they can be exposed to various information presented by the media. This is referred to by Shore (Kriyantono, 2006) as media exposure or media exposure. One of the impacts of media exposure is the emergence of attitudes or reactions that can be in the form of responses and assessments of what is reported. This attitude appears as a reaction to the surrounding conditions that can arise due to media exposure (Azwar, 2010). In the perspective of media studies or mass communication, online media is the object of study of the "new media" theory. The term new media refers to requests for access to content in the form of content or information (Romli, 2012).

As quoted from Westerwick (2015), research related to media exposure or media exposure has been carried out for a long time and some of the results have mentioned the existence of a

selection process for the news read (Lazarsfeld, Berelson, and Gaudet (1948). Other research states that audiences will read what they want and skip what they don't want so that readers will not read every news that is sent to the audience, but carry out a selection process for each news (Bauer (1963). Even some research after the 1980s concluded that individual goals, motivation readers, and expectations of the media have a large influence on the effect of media on individuals (Ball-Rokeach, Rokeach, and Grube (1984); and Kim and Rubbin (1997) concluded that individuals will "must first select and attend to messages if these messages are to have the opportunity to affect them." All of the research mentioned above is underlying the shift from the paradigm of the powerful effects of media to the limited effects of media as stated by Bryant & Thompson (2001); Zahariadis (2016). As mentioned above, the choice of news will be determined by the reader selectively and in this selection process the "who and what" factor that is reported will determine the effect the news has on individuals. The news about "who and what" can make the selection process deterministic because of the strong influence of what and who factors on society. Therefore, this research was conducted to see how the news coverage of a group in society has a special position. This special position for the local community occurs because of the historical journey that forms a different social structure, especially in community groups outside Java. The characteristics of this social structure are different from the majority community in Java. Thus, the results of this study are expected to help understand how this community group outside Java in processing information through the news delivered. In addition, this study also discusses how the implementation of the Agenda Setting theory in a certain community group on a certain news topic that is currently being widely reported.

Pre-study results show that on October 7, 2020, the people of Bajawa City, East Nusa Tenggara were shocked by the news that 41 members of the TNI in the Military District Command / KODIM 1625 Ngada unit were positive for Covid-19. This information was reported in several online media such as on news portals TribuneNews, Inews, Timex, okezone.com, and Kumparan.com, as well as news links distributed via whatsapp and one of them was distributed on the Ngada Bangkit facebook page which later the news became widely discussed among the people. This KODIM unit is located on Jalan Soekarno-Hatta Tanalodu Bajawa, Ngada Regency, East Nusa Tenggara Province. As is known, previously Ngada Regency was still included in the Green zone for cases of Covid-19 sufferers. Therefore, this study aims to analyze the effect of exposure to 41 TNI reports that were positive for Covid-19 in online media on people's attitudes in Bajawa City.

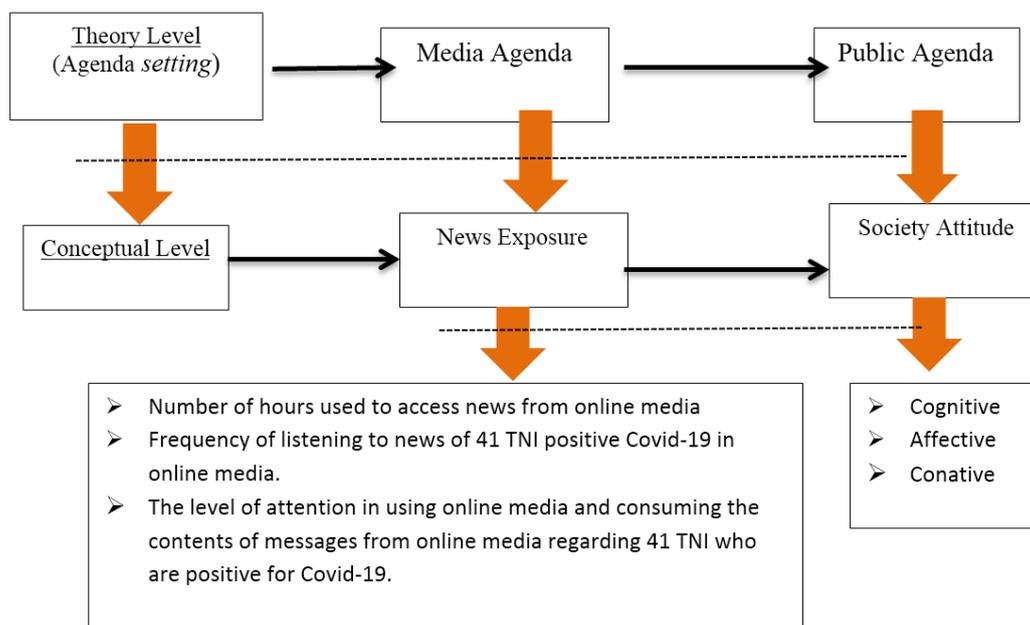
Talking about media exposure, Rosengeren in (Rachmat 2009), classifies it in several dimensions, namely, first, the frequency of media use. The frequency of media use is related to collecting audience data about the audience's regularity in watching television broadcasts, listening to the radio or reading news in print media or in online media, whether it is daily, weekly, monthly and yearly news. Second, the duration of use is related to the length of time the audience joins a media (how many hours a day); or how long (minutes) the audience spends reading. Third, attention, namely the relationship between audiences and media content can include attention. According to Anderson (Rachmat, 2005), attention is a mental process. This means that attention occurs when a person concentrates on one of the senses, and puts aside

inputs through other senses.

As mentioned earlier, exposure is closely related to attitude. The attitude component has 3 main components (Azwar, 2003). First, the cognitive component. This component includes knowledge, beliefs or thoughts that are based on information or related to objects. This component can also include a person's belief in the true value of the attitude object. Second, the affective aspect that can occur in the formation and change of attitudes. This effect has a close relationship with the cognitive effect. As stated by Asch (Rakhmat, 2007) that all attitudes are based on cognitive organization, namely the information and knowledge that we have. Third, the conative aspect in the form of behavioral tendencies that exist in a person in relation to the attitude object he faces (Ahmadi, 2001).

This research uses the perspective of Agenda Setting Theory. This theory operates in three parts (Littlejohn & Foss, 2009) namely, first, the media agenda itself must be formatted. This process will raise the problem of how the media agenda occurred in the first place. Second, the media agenda in many ways influences or interacts with the public agenda or the interests of certain issues for the public. This statement raises the question, how much power the media can influence the public agenda and how the public does it. Third, the public agenda influences or interacts with the policy agenda. The policy agenda is the making of public policies that are considered important to individuals. Based on the description in the previous section, the framework of this research is formulated as follows:

Figure 1 Conceptual Framework



Research Hypothesis

H0: There is no effect on the news of 41 TNI positive Covid-19 in online media on the attitude of the people in the city of Bajawa.

H1: There is an influence on the news of 41 TNI positive Covid-19 on online media on people's attitudes in the city of Bajawa.

METHODS

This study uses a quantitative approach with survey research methods. Survey method to measure the public agenda. The nature of this research is explanatory research which aims to analyze the relationship between the independent variable and the dependent variable. The research population is all residents of Bajawa City who have consumed the news of 41 TNI positive Covid-19 through social media. The exact number is not known so that sampling uses the Lemeshow formula. The results obtained 100 samples. The research data were then analyzed using a simple Linear Regression test with the help of SPSS 25 with the Validity and Reliability Test. While testing the hypothesis using the F-Test and T-Test. To measure whether or not there is an effect of Exposure to 41 Positive TNI News on Covid-19 in Online Media on Public Attitudes in Bajawa City, the researcher uses IBM SPSS version 25 for Windows.

RESULT AND DISCUSSION

Validity and Reliability Test

Table 1
Variable X Validity test results (Exposure to news of 41 TNI positive Covid-19)

Ite m	rvalu e	rtabl e	Descriptio n
P1	0,404	0,195	Valid
P2	0,530	0,195	Valid
P3	0,611	0,195	Valid
P4	0,513	0,195	Valid
P5	0,387	0,195	Valid
P6	0,643	0,195	Valid
P7	0,495	0,195	Valid
P8	0,392	0,195	Valid
P9	0,545	0,195	Valid
P10	0,484	0,195	Valid
P11	0,482	0,195	Valid
P12	0,546	0,195	Valid
P13	0,243	0,195	Valid
P14	0,548	0,195	Valid

P15	0,507	0,195	Valid
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Source: processed primary data 2021

Table 2
Variable X Validity test results (Attitude)

Ite m	r_{valu} e	r_{tabl} e	Descriptio n
P1	0,491	0,195	Valid
P2	0,510	0,195	Valid
P3	0,594	0,195	Valid
P4	0,462	0,195	Valid
P5	0,470	0,195	Valid
P6	0,865	0,195	Valid
P7	0,853	0,195	Valid
P8	0,778	0,195	Valid
P9	0,881	0,195	Valid
P10	0,783	0,195	Valid

Source: processed primary data 2021

Based on the results of the validity test with 100 respondents and each question item from the X variable (the news of 41 TNI positive Covid-19 in Online Media) as many as 15 and the Y variable (society attitude) as many as 10 questions were declared valid.

Reliability Test

Table 3
Research Variable Reliability test results

Variable	Valu e	Descriptio n
Exposure to news of 41 TNI positive Covid-19	0,765	Reliable
Attitude	0,873	High reliable

Source: processed primary data 2021

Results

Table 4
Output Mean Score Variable X and Y
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X	100	32	75	60.78	10.986
Y	100	22	50	41.64	7.816

Source: processed primary data 2021

From the results of the mean scores of the two research variables above, the average value of the variable X = 60.78 and the variable Y = 41.64 where the total mean score of respondents' answers is X = 4.052, which is where the average respondent chooses 4, namely "agree" and Y = 4.16 where the average respondent also answered agree, which is 4 which means that from the X variable and Y variable the average respondent answered agree to the statement given.

Hypotheses Test

The hypotheses in this study proposed are:

H0: There is no effect of exposure to the news of 41 TNI positive Covid-19 in online media on people's attitudes in the city of Bajawa.

H1: There is an effect of exposure to the news of 41 positive TNI Covid-19 on online media on the attitude of the people in the city of Bajawa.

To answer this research hypothesis, the researcher uses simple linear regression using the IBM SPSS Statistic 25 program and the steps for testing the hypothesis using IBM SPSS statistics for windows can be seen in the output as follows:

Table 5
Variables Entered/Removed X Against Y

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Exposure ^b	.	Enter
a. Dependent Variable: Attitude			
b. All requested variables entered.			

Source: processed primary data 2021

The output of the first part of Variables Entered/Removed X Against Y: the table above describes the variables entered and the method used. In this case, the variables entered are the variable exposure to 41 TNI positive Covid-19 news in online media as an independent variable and public attitudes as the dependent variable and the method used is a survey method by distributing questionnaires to groups of respondents whose criteria have been determined.

Table 6
Model Summary X Against Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.176 ^a	.031	.021	5.40340

a. Predictors: (Constant), Exposure

The output in this second part (Summary Model): the table above explains the value of the correlation or relationship (R) which is 0.176. Positive Covid-19 in Online Media) on the dependent variable (Community Attitudes in Bajawa City) when viewed from the interpretation table, the r value of 0.176 lies in the interval 0.00–0.199, this shows that between the variable (X) and the variable (Y) there are very low relationship. With this, it can be concluded that the working hypothesis (H1) which states that there is an effect of exposure to the positive news

of 41 TNI Covid-19 in Online Media on the attitude of the people in the city of Bajawa is acceptable and states that the relationship is very low.

To find out how much influence the X variable has on Y, it is seen in the IBM Spss 25 Summary Model Output For windows above the calculation of the coefficient (R square) of 0.176 as follows:

$$\begin{aligned} \text{KD} &= r^2 \times 100\% \\ &= (0.176)^2 \times 100\% \\ &= 0.031 \times 100\% \\ &= 3.10\% \end{aligned}$$

The table above explains the percentage of the influence of the independent variable on the dependent variable. The magnitude of the coefficient of determination is 0.031 which implies that variable X (Reports on 41 TNI positive Covid-19 in online media) has an effect of 3.10% while 96.9% is influenced by other variables besides variable X (Exposure to News in Online media).

Table 7
Anova X Againts Y

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	91.763	1	91.763	3.143	.079 ^b
	Residual	2861.277	98	29.197		
	Total	2953.040	99			
a. Dependent Variable: Attitude						
b. Predictors: (Constant), Exposure						

Source: processed primary data 2021

The third part of the output for decision making in the regression test is seen from the Anova table, namely the Anova table output is known to have the value of $F_{\text{value}} = 3.143$ by using a significance of 5%, then look for the value of f_{table} with formula:

$$\begin{aligned} \text{Df 1} &= k-1 & \text{df 2} &= n-k \\ &= 2-1 & &= 100-2 \\ &= 1 & &= 98 \end{aligned}$$

Then value f_{table} adalah 3.94 based on table 1 obtained from the value of F_{value} of 3.143 with a sig value of 0.079. This shows that the value of $F_{\text{value}} 3.143 > F_{\text{table}} 3.94$ and sig value is greater than 0.05. This means that the exposure of 41 TNI positive news on Covid-19 in Online Media (X) has a non-significant influence on the attitude of the people in Bajawa City (Y).

Table 8
Table Coefficients X Againts Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30.663	6.216		4.933	.000
	Exposure	.181	.102	.176	1.773	.079

a. Dependent Variable: Attitude

The output in the fourth part (Coefficients) is known to be a constant value (a) of 30,663 while the value of Exposure (X) (b regression coefficient) is 0.181 so that the regression equation can be written: $Y = a + bx$

$$b. Y = 30.663 + 0.181X$$

The equation can be translated:

- The constant of 30,663 means that the consistent value of the Y variable is 30,663 if the X variable is constant or there is no effect, then the y variable remains at 30,663
- The X regression coefficient of 0.181 states that for every 1% addition of the X value (exposure to news in online media), the participation value increases by 0.181, the regression coefficient is positive.

The author calculates the T-table then the following results are obtained:

$$\begin{aligned} T_{table} &= t(a/2:n-k-1) \\ &= t(0.05/2 ; 100-2-1) \\ &= t(0.025 ; 98) \\ &= 0.67700 \end{aligned}$$

Based on the Tcount value and the T table value (t test), it is known that the T arithmetic value is $1.773 > T_{table} 0.67700$, so it can be concluded that the Exposure Variable of 41 TNI Positive News on Covid-19 in Online Media (X) Affects the Variable Attitude of People in Bajawa City (Y) and accepted and H_0 is rejected or H_1 is accepted, the effect is not significant because the significant value is greater than 0.05 where $0.079 > 0.05$, based on the calculation of the coefficient as well, (R square) of 0.176 is at a very low level of relationship or equal to 3.10 % is influenced by variable X (Exposure to 41 TNI positive news on Covid-19 in online media) while the other 96.9% is influenced by other variables.

Discussion

One of the basic assumptions of Agenda Setting theory is that the concentration of the media on some issues and subjects makes the public perceive those issues as more important than others. In the sense that the media will raise or report issues that are considered important by the media, not those that are considered important by the public or the public, one of which is when there is a lot of news circulating about how to prevent Covid-19. However, public concern can be distracted by other facts. For example, the media reported on the increase in the number of positive cases of Covid-19 and cases of death due to Covid-19, the news should be able to make people afraid and panic or influence people's attitudes towards the Covid 19 virus circulating in their area.

In addition, news that explains the factors causing something to happen completely and accompanied by accurate evidence, can make readers who were originally worried will turn into not worried when reading the news so that it is finished. In particular, the news about the transmission of Covid 19 accompanied by instructions for quick preventive actions and the efforts that have been made by the government turned out to be able to calm the public because they believed that the government had made all necessary efforts to prevent the impact of this contagion from spreading. In addition to the news clarity factor, one of the important factors

that makes the effect of a news weak is the pre-existing conditions that exist in society which are very different from the conditions reported in the media. With knowledge and belief in the previous conditions that Bajawa was included in the green zone, and the belief and knowledge possessed almost evenly in all levels of society made individuals not easily believe that conditions would change drastically. The preconceptions that exist in the minds of the people about the previous Bajawa condition will create resistance to the effects of news read by individuals who were previously thought to be able to make changes in behavior in society.

The results of this study also showed that the average frequency indicator of respondents' answers was 4,005 which was rounded up to 4, namely agreeing in the sense that the frequency of using online media by respondents to read 41 TNI Positive Covid-19 news ranged from 5-6 times a week, which means the frequency of using online media to read news of 41 TNI Positive Covid-19 is carried out quite intensively. This shows that this news can affect the attitude of the people of Bajawa city. Where respondents gain new knowledge and facts after reading the 41 TNI Positive Covid-19 News Reporter, this is evidenced by research data, namely the average respondent's answer on the cognitive aspect, which is 4,208 which means the frequency of using online media to read news 41 The TNI is positive for Covid-19, respondents also gain knowledge that can give rise to new perceptions in themselves and also know the real facts from the news of 41 TNI Positive Covid-19. Respondents who read this news certainly received knowledge about how to prevent transmission, namely by strictly implementing health protocols which included wearing masks, washing hands with soap, and keeping a distance in crowds, which was written in the news. Of course, respondents also felt worried and afraid of the news of 41 TNI Positive Covid-19 because based on research data, the average respondent's answers on the affective aspect, namely agreeing to 4,135, which means that respondents initially felt afraid and worried because Ngada Regency was previously in the zone. Green is now in the red zone with the COVID 19 infection of the 41 TNI members.

So, if it is related to the Agenda Setting theory, after the media agenda, namely exposure to 41 TNI Positive Covid-19 Reports, then the news exposure which includes the aspect of reading the news frequency, the average respondent's answer is agree or 5-6 times a week which means that respondents read the news of 41 Positive TNI Covid-19 continuously which then affects the public agenda, namely public attitudes in the form of new knowledge and new facts about 41 Positive TNI Covid-19 or cognitive aspects and fears and concerns or affective aspects. The reading intensity of respondents can be said to be quite high (5-6 times a week) so that the dissemination of information about this news reported by various online news media in Bajawa makes knowledge about Bajawa's current condition almost widespread in many circles.

Duration is one indicator of the variable X (Exposure to News). the duration of the use of online media by respondents in this study, namely the average respondent chose to agree 3.96 which was rounded up to 4 in the sense that the use of online media to read news of 41 TNI positive Covid-19 reached 5-10 minutes. This is also one of the factors that influence people's attitudes after reading the news, such as people feeling afraid, worried and new behaviors such as real actions and being more alert to the development of covid-19 in their environment after reading the news of 41 TNI Positive Covid-19. This is evidenced by research data, namely the average respondent's answer to the conative indicator, namely agree (4.11). The depth of reading by individuals in the community is evident in these data. Individuals who read this news, make

conclusions that have implications for changes in attitudes about the condition of the spread of covid 19, which makes people choose to be more careful and carry out stricter health protocols.

If it is related to the Agenda Setting theory, then after the media agenda, namely the exposure to 41 TNI positive Covid-19 news, then the news exposure which includes aspects of the duration or time used to read news in online media, where the average respondent answered agree is 5 -10 minutes which then influenced the public agenda, namely the attitude of the people who became afraid and worried (affective) and alert (conative) after reading the 41 TNI Positive Covid-19 Report. When viewed in terms of the reading duration which is quite long, namely 5-10 minutes, it can be concluded that the average individual will be complete in reading the news in the online media (reading from the beginning to the end of the news). This has implications for the level of understanding of the reader about the conditions that occur. In the online media that was read, it was stated very clearly that the infection of the TNI occurred after all 41 members of the TNI returned from Denpasar Bali to Bajawa after attending military training there. At that time, Denpasar Bali became the epicenter of Covid 19 transmission, especially in the spread of Covid in the Central Indonesia region due to the large number of tourists or foreigners who were relatively free to travel to and from Denpasar Bali without having to meet strict requirements at that time.

While the next is the attention or attention of respondents to the news that is read or consumed. The attention of respondents to the news of 41 TNI positive Covid-19, namely the average respondent answered agree (4.10) which means that the respondent really consumes and pays attention to the contents of the News 41 TNI positive Covid-19. Viewed from the cognitive aspect, it can also be said that this news has an influence on the attitude of the people of Bajawa city because people gain new knowledge after reading the news of 41 TNI positive Covid-19. Finally, causing changes in society such as changes in actions and increasing alertness in the community, this is evidenced by the respondents' answers on the conative aspect, namely the average answer agrees with the statements given.

Taking into account the form of attention given by respondents if it is related to the Agenda Setting theory whose pattern is a media agenda followed by a public agenda, then the analysis is as follows: will be more alert and afraid of being infected by Covid 19 which is now being experienced by a large number of people simultaneously (TNI members). The exposure of the news to the public which includes aspects of attention or attention to the news is that the average respondent answers agree that then the community becomes afraid of being infected. This fear of being infected then affects the public agenda, namely a change in people's attitudes, which after gaining knowledge through the news then become more alert (conative) after reading the 41 TNI positive Covid-19 Report which is translated by the community paying more attention to health protocols and using masks correctly.

From the calculations carried out, the r_{xy} is 0.176, which means that this gain is positive. Between variables X and Y there is a unidirectional relationship. If interpreted in the table the value of "r" then r_{xy} is at a very low level and the significance value is $0.079 >$ from the 0.05 significance criterion. The contribution of the magnitude of the influence of the variable X on the variable Y seen from the calculation of the coefficient of determination stated that the magnitude of the effect was 3.10% which implies that the variable X (news of 41 TNI positive

Covid-19 in online media) has an effect of 3.10%, while 96.9% is influenced by the variable other than the variable X (Exposure to News in Online Media). Other variables that affect public attitudes are other news that presents deaths due to covid-19, low understanding of Covid-19 and the assumption that people exposed to Covid-19 will die and lack of understanding of how to prevent Covid-19. This is evidenced by the presence of several respondents who are more afraid of news of death due to Covid-19, do not understand how to prevent Covid-19, have low understanding of Covid-19 and assume that people exposed to Covid-19 will die. Therefore, exposure to news coverage in online media (X) is one of the causes that affect people's attitudes.

The data above states that there is an effect of exposure to 41 Positive TNI Covid-19 News in Online Media on Public Attitudes, the hypothesis is proven and H1 can be accepted. From the explanation above, it can be interpreted that the change in attitude that occurs in the Bajawa City Community is influenced by the 41 TNI Positive Covid 19 News coverage by 3.10% while the other 96.9% is influenced by other variables, outside of the 41 TNI Positive Covid-19 Reporting Exposure variable.

CONCLUSION

This study concludes that there is an influence from the exposure of 41 TNI positive Covid-19 news in online media to the attitude of the people of Bajawa City. This is evidenced by the calculation of the coefficient of determination stating that the magnitude of the effect is 3.10% which implies that the variable X (Reports on 41 TNI positive Covid-19 in online media) has an effect of 3.10% while 96.9% is influenced by other variables other than the X variable (Exposure to News) in Online Media The influence of this news is relatively small and insignificant because it is caused by 2 things, namely the clarity of the contents of the news, especially regarding who is affected (i.e. 41 TNI KODIM 1625 Ngada members), where (while in Bali Province was exposed to this virus and was not affected when in their unit in Bali) Bajawa or on the way back to Bajawa when (when participating in training activities for TNI members in Bali), and why they were exposed to Covid 19 (because Bali Province at that time could indeed be said to be the epicenter of the spread of Covid 19, especially for the Central to Eastern Indonesia region). Meanwhile, the second factor that weakened the impact of this news on the public, especially the community members in Bajawa who were the respondents, was the existence of a pre-existing condition that was widespread among the community that the Bajawa area was in the Green Zone, which means that no new cases emerged within 4 years. the last week so that the transmission rate is small and vice versa the cure rate reaches 100%. However, public awareness still needs to be maintained by maintaining social distance, wearing masks and avoiding crowds. The theoretical implication of this research is that the use of Agenda Setting theory in the context of Covid 19 cannot fully follow the principle of the powerful effect of media because there are several determinant factors that make its effect on the audience weak, namely the clarity of news content concerning aspects of who, where, when and why. Occurrence of events; as well as the existence of pre-existing conditions which have become community beliefs that have long existed in the minds of the public and are widespread

in all levels of society which in this case is the residents' belief that drastic changes to the red zone will not occur in a short time even though some are affected by Covid 19 at this time. . While the practical implication of this research is that it is not easy to encourage changes in people's behavior to prevent the transmission of Covid 19, that the message to be conveyed to residents must not only be clear, it must also be carried out intensively continuously, especially if the behavior to be changed is behavior that is embedded in the minds of the wider community and not only owned by an elite group of members of society.

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