ABSTRACT

The research was focused on agenda setting. Affairs research employed a quantitative approached by survey method. Respondents were people who lived around Megaswara’s broadcasting area. Respondents amounted 48 persons, were chosen by a simple random sampling. Method research objectives were: 1) Analyzing agenda Megaswara FM Radio on agricultural information in Bogor Update program, 2) Analyzing agenda Megaswara FM Radio listeners regard to agricultural information in Bogor Update program, 3) Measuring the level of fit between the agenda Megaswara FM Radio to audiences regard the agenda of agricultural information, 4) Identifying the factors correlated to agenda Megaswara FM radio listeners in hearing the broadcast Bogor Update. Research result concluded that individual characteristic (level of education) correlated to Megaswara’s listeners agenda. And also a correlation between the level of exposure and Megaswara listeners agenda base on air time.

Keywords: agenda setting, media’s agenda, listener’s agenda