ABSTRACT

Today, the mass media has become part and parcel of everyday life. One of the effect of mass media is to enhance development, especially in rural communities. This study focuses on the model of agenda setting. This study uses quantitative methods approach with survey methods. Respondents in this study are agricultural extension (civil service) located at 12 hall extension agriculture and forestry, Bogor regency, selected based on purposive sampling. The purpose of this study were: (1) Analyzing “Sinar Tani agenda” based on the type of commodity and agribusiness elements, (2) analyze the news and important articles that become a necessity according to the information needs of agricultural extension in Bogor district based on the types of commodities and elements of agribusiness, (3) analyze the match between “Sinar Tani agenda” with the agenda of agricultural extension Bogor regency, and (4) degree of relationship information needs based on the characterisitcs extension agricultural in Bogor District.

Keywords: Agenda Setting, Media Agenda, Agricultural Extension Agenda.