# Setting Agenda of Detik.Com in News Coverage of Online Prostitution Case of "Vanessa Angel"

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# Setting Agenda of Detik.Com in News Coverage of Online Prostitution Case of "Vanessa Angel"

*by* Khina Januar Rahmawati

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**Abstract:** *Setting Agenda Theory is media (specially for news media)do not success absolutely tell what the public thinks, but the media vides agendas through the news, while the public follows it. In the process, the Agenda Setting can be divided into three sub areas; media agenda, public agenda and policy agenda. This type of research is descriptive research with qualitative methods and study literature. As for the types of data sources used in this study, the authors only use primary data, namely the observation of the online media portal deyik.com and secondary data from lietarature reporting on the online prostitution case "Vanessa Angel" at detik.com January 5-7 2019 period. Conclusions from this research is a Media Agenda that is formed seen from the number and level of prominence of the news, the level of prominence for the audience, relevance. Detik.com is quite representative of the public agenda in terms of information needs related to online prostitution among artists. Then separately the policy agenda formed is the existence of a sharper Law to be able to provide a deterrent effect for prostitution.*

**Keywords:** Agenda Setting, detik.com, kasusprostitusi online.

## 1. Introduction

*Agenda Setting Theory)* is the theory that state where is valid mass media is the center of truth determination with the ability of the mass media to transfer two elements namely awareness and information into the public agenda by directing public awareness and attention to issues that are considered important by the mass media.

Maxwell McCombs and Donald L. Show are the first persons who introduce this setting agenda. This Theoryappear about1973 by its publication which is its tle is " *The Agenda Setting Function of The Mass Media* " *Public Opinion Quarterly* No.37.

When be held a study of the election of the President of the United States in 1968 found a high correlation between the emphasis of the news and how the news was rated by voters. The increasing importance of a news topic in the mass media causes the importance of the topic to the public to increase

Shortly this setting agenda arrangement state that media (specially news media) do not success absolutely inform about what we think, but really success about what we must do.The media provides agendas through their reporting, while the public follows them

According to the assumption this theory has the ability to select and direct people's attention to certain ideas or events. The media tells us what's important and what's not important. The media also regulates what we have to see, whose characters we should support.

Hidayat and Sandjaja, in *"media and the pandora 'sbot of reformasi"* reveals how the euphoria of reform then played a role in making mass media a Pandora's box that "let go" of various kinds of bad things, such as conflict and violence as commodities. In addition to political aspects and coverage of mystical smelling that had been "taboo" to be discussed openly let alone made for media coverage but now its form

is increasingly shifting to sales that are in demand are related to sexuality and sex

As humans who need information broadcast via television, radio, newspapers and others, we are often confused with events that are reported and broadcast by the media. We can observe that if there are two events that occur in our environment there must be one media that is more often preaching one event and forgetting another event.

Police secured Vanessa Angel and another artist with the initial AF at a hotel in Surabaya. The security of both relates to cases of alleged online prostitution.

The case of online prostitution involving artists is not new. 2019 is an unlucky year as well as the inaugural year for artists born in Jakarta, 21 December 1991, adding to the long list of online prostitution cases in the world of art workers. Saturday, January 5, 2019 at 12:30 West Indonesia Time at a Hotel in Surabaya, Vanessa Angel was raided by the East Java Regional Police in an online prostitution case with a man who was not his legal partner. The unfortunate event was immediately viral in social media and made headlines both online and print media in the country.

Calculated since January 30, 2019 Vanessa Angel was officially detained according to objective and subjective conditions. The objective conditions for Vanessa's detention are based on the article of suspicion imposed by the suspect, namely Article 27 paragraph 1 regarding the Information and Electronic Transactions Law (UU ITE) with a penalty of 6 years imprisonment. As for the subjective conditions for the arrest of Vanessa from investigators, it was feared that Vanessa would have lost evidence, escaped, or repeated her actions. Before conducting detention, the East Java Regional Police had twice summoned Vanessa. But the suspect in the online prostitution case was lost on the grounds of illness.

In relation to this case, the media often makes women the object of exploitation. The phenomenon of online

prostitution involving artists must be seen from various contexts. Crimes against morality must be redefined. regarding the phenomenon of online prostitution, because it can be seen from

the context of the gender approach, the victimology approach, including not only the criminal law approach.

According to Commemge in Tjahjo Purnomo (1986; 10) prostitution or prostitution is the act of a woman trading or selling her body, which is done to obtain payment from men who come to the woman. KartiniKartono (1992: 204) defines prostitution as a self-selling event by selling bodies, honor and personality to many people to satisfy their sexual desires with material rewards. While SoerjonoSoekanto (1990: 374) said that prostitution is a job that is surrendered to commit sexual acts by getting wages.

Many people accused that the mass media, whether realized or not, had an important role in the process of moral decline in this nation. The accusation starts from the fact that at the moment it is mainly due to the existence of "media euphoria" as the jargon of "freedom of the press" whose side effects are the fruit of the reform process. There are a lot of mass media practices that openly display aspects that so far have been considered "tabuh" to be displayed as the main selling points and therefore are considered to be no longer concerned with the norms that apply in the midst of Indonesian society.

As humans who need information broadcast via television, radio, newspapers and others, we are often confused with events that are reported and broadcast by the media. We can observe that if there are two events that occur in our environment there must be one media that is more often preaching one event and forgetting another event.

Technology changes information delivery systems, for example the Internet, making messages disseminated instantly and quickly. The dynamic nature of the Internet, making Internet-based online media deliver messages quickly (Roberts, Wanta and Horng, 2002: 453). In addition, there are many channels available so that the number of information sources is large and varied. This is what causes sources of information available to anyone who looks for it. This is what changes the audience's response to the media (Bennet and Iyegar, 2008: 2).

The internet as a communication technology is a form of media based on developments in the computer field. As a media, the Internet has several characteristics that must be able to run the media

There is not much mass media research using agenda setting theory in analyzing news phenomenon regarding online prostitution. Several studies that have been carried out are closely related to political issues related to the presidential election, regional head elections, and similar political issues. Furthermore, not many online media also have a special page in every news. Detik.com is one of the biggest online media in Indonesia, detik.com has a special page about news related to infotainment named CELEB, and almost all Indonesian people know and read the news presented by detik.com.

a) The Formulation of Problem

Problem formulation in this research is how the agenda setting is formed by the media in Vanessa Angel's online prostitution.

b) The Purpose of Research
This study aims to further explain the agenda set up by the media in Vanessa Angel's online prostitution. Of course, not just departing from assumptions alone, empirical testing needs to be done through a study.
· The fundamental of Theory andConcept
· The fundamental of Theory

## 2. Setting Agenda Theory

The agenda setting explains how much media influence is related to its ability to inform the audience of what issues are important. A little flashback to 1922, columnist Walter Lippman said that the media has the ability to create public imagery.

McCombs and Shaw conducted an analysis and investigation of the course of the presidential election campaign in 1968, 1972 and 1976. In their first study (1968), they found two important things, awareness and information. In analyzing the function of this media setting agenda, they concluded that the mass media had a significant influence on what voters talked about regarding the political campaign, and had a major influence on what issues were important to be discussed.

The case study described above can be concluded that all issues that are disseminated to the community must be interesting issues and relevant interests so that the objectives of the agenda setting theory can be achieved. And Dearing and Rogers define a setting agenda as a continuous competition among various important issues to get the attention of the media workers.

Assuming the setting of this model has advantages because it is easy to test. The rationale is that among the various topics published by the mass media, topics that get more attention from the mass media will become more familiar to the readers and will be considered important in a certain period of time, and will occur otherwise for topics that do not get the attention of the mass media, by therefore the agenda setting model emphasizes the positive relationship between the assessment given by the media on an issue and the attention given by the audience to the issue. In other words, what is considered important by the media will also be considered important by the public. What is forgotten by the media, will also escape the attention of the public (Elvinaro, 2007: 76-77)

The effects of the agenda setting model consist of direct effects and subsequent effects. The direct effect related to the issue is whether or not the issue is on the audience agenda of all issues, which are considered most important according to the audience while the follow-up effect is perception (knowledge of certain events) or actions such as selecting election contestants or protest actions (Elvinaro, 2007: 77).

Meanwhile, Stephen W. Littlejhon once said, the agenda setting operates in three parts as follows:
1) The media agenda itself must be formatted. This process will raise the issue of how the media setting agenda occurs at the first time.
2) The public 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 is able to influence the public agenda and how the public is doing it.

3) The Policy Agenda influences or interacts with the policy agenda. The policy agenda is the making of public policies that are important to individuals.

Katherine Miller dalam Communication Theories explains McCombs, Shaw, and Weaver (1997) making the difference between the first level and the second level agenda setting.

The first level of agenda setting relates to objects in the media and public agenda. This is the traditional domain of setting up a

research agenda where the media influence what is seen as issues available on the public agenda. Instead the second level of agenda setting attributes considers these objects. At this level, the media not only suggests what the public thinks, but also influences having to think about this issue. For example, a first-level examination of agenda setting might conclude that the welfare of reform media coverage has set the topic as an agenda for the public.

The second level of agenda setting will argue that the media also have this problem in certain ways that m **11** be welfare reform or anti-welfare reform. This moves to the second level of agenda setting contrary to the classic agenda setting of Cohen's quotes. That is, the second level shows that setting the media agenda does influence in telling what the public thinks.

Research of Iyengar, Peters and Kinder have succeeded in conducting a series of experiments by finding specific methods to find out the extent to which television news shows have an impact on determining the audience agenda in the election of the President of the United States. There is a difference with the initial agenda-setting research by McCombs and Shaw who obtained correlational relations in the newspaper. However it shows the influence of the media in setting the agenda. Media Agenda, Public Agenda, and Policy Agenda.

However, the research of Iyengar and his colleagues was a little more advanced because they managed to find how the media did priming. As for priming itself, according to Severin and Tankard Jr., Priming is a process in which the media focuses on some issues and not on other issues and thus changes the standards used by people to evaluate candidates for election. (Severin and Tankard Jr., 2010: 271).

Priming in Agenda - setting seen in situational and contextual perspectives. Situational means, agenda setting theory can apply in certain situations that require public attention while contextually applies to certain issues or contexts of the problem.
For this reason, Iyengar and Kinder found a priming method (highlighting certain issues). Their series of experiments discussed the agenda setting, the power of reporting, news placement, and priming. Priming is an important part of the agenda setting which contains statements that the media draw attention to certain political aspects from other aspects.

## 3. The Fundamental of Concept

### 3.1 Jurnalisticand Media Online

**2 Online Jurnalistic**

Etymologically, journalism comes from the word journ. In French, journ means daily notes or reports. Journalism is simply defined as activities related to recording or reporting every day. Thus, journalism is not the press, nor is the mass media. Journalism is an activity that enables the press or mass media to work and its existence is well recognized (Sumadiria, 2006: 2).

Adinegoromenegaskan, journalism is a kind of composing intelligence that principally gives the message to the community as quickly as possible in order to spread as widely as possible. Astrid S. Susanto said, journalism is the recording and reporting activities and dissemination of daily events. OnongUchjana Effendy argued, journalism could be simply defined as a technique for managing news from getting material to disseminating it to the public.

After observing and delving into the opinions of these experts, HarisSumadiria in his book Jurnalistik Indonesia, defines journalism as "the activity of preparing, searching, gathering, processing, presenting, and spreading the news through periodical media to the widest possible audience" as quickly as possible "(Sumadiria, 2006: 3).

Whereas online journalism has many terms, namely online journalism, internet, and website. Journalism is understood as the process of covering, writing and disseminating information or news through mass media. In summary and practical, journalism can be described as reporting an event. Online is understood as a state of connectivity (connectivity) referring to the internet or the world wide web (www). Online is an internet language "information can be accessed anywhere and anytime" as long as there is an internet network (connectivity). Thus, online journalism can be defined as the process of delivering information through internet media, especially websites (Sumadiria, 2005: 12).

### b) Media online

Online media is a communication medium that uses using internet devices. Therefore, online media is classified as a popular and distinctive mass media. The specialty of this media lies in the necessity to have information technology networks using computer devices, in addition to knowledge

of computer programs to access information or news. (Suryawati, 2011: 46)

The Guidelines for Media News Coverage (PPMS) issued by the Press Council defines cyber media as "all forms of media that use the internet and carry out journalistic activities, and meet the requirements of the Press Law and Press Company Standards established by the Press Council". (Romli, 2012: 31)

### c) Online Prostitutin

According to Commemge in Tjahjo Purnomo (1985: 10) prostitution or prostitution is an act of a woman trading or selling her body, which is done to get paid from men who come to the woman.

KartiniKartono (1992: 207) defines prostitution or prostitution is an event of self-sale by way of buying bodies, honor and

personality to many people to satisfy sexual desire, in return for payment.

SoerjonoSoekanto (1990: 374) said prostitution or prostitution is a job that is giving up to commit sexual acts by getting a wage ..

KartiniKartono (1992: 207) defines prostitution or prostitution is an event of self-sale by way of buying and selling bodies, honor and personality to many people to satisfy sexual desire, in return for payment.

Based on the above opinion can be said several things : 1) Prostitution is a form of sexual deviation, with patterns of organization of impulses / impulses of sex that are unnatural and not integrated, in the form of impingement of sexual desires without control with many people accompanied by exploitation and commercialization, imppersonal without

affection in nature.

2) Prostitution is an event of self-sale by way of buying bodies, honor and personality to many people to satisfy sexual desire in exchange for payment.

3) Prostitution is an act carried out by a woman surrendering her body to sexually obscene by getting a reward.

## 4. Methodology

This type of research is descriptive research with qualitative methods and study literature. The type of data sources used in this study, the authors use two data sources, namely primary and secondary data.

Primary data is data obtained directly from research subjects, in this case the researcher obtained data or information directly using predetermined instruments. Primary data is collected by researchers to answer research questions. Primary data collection is an internal part of the research process and is often needed for decision making purposes. Primary data is considered more accurate, because this data is presented in detail. Indriantoro and Supomo in Purhantara (2010: 79). Primary data used by researche are observations through online media portals.

While secondary data is primary data that has been further processed and presented either by primary data collectors or other parties. According to Sugiyono (2017: 137) secondary data sources are sources that do not directly provide data to data collectors, for example through other people or documents. Secondary data can be obtained by reading, studying and understanding through other media sourced in literature and books library or data obtained from companies relating to the problem under study. Researchers used secondary data from the literature found in the online prostitution case "Vanessa Angel" on detik.com from January 5-7 2019.

## 5. Results and Discussion

The needs for information presented in the form of news can be obtained from various media, one of which is online media.
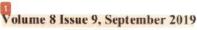
Technology changes information delivery systems, for example the Internet, making messages disseminated instantly and quickly. The dynamic nature of the Internet, making Internet-based online media deliver messages quickly (Roberts, Wanta and Horng, 2002: 453). In addition, there are many channels available so that the number of information sources is large and varied. This is what causes sources of information available to anyone who looks for it. This is what changes the audience's response to the media (Bennet and Iyegar, 2008: 2).

The internet as a communication technology is a form of media based on developments in the computer field. As a medium, the Internet has several characteristics that must be able to carry out mediation.

Moris and Ogan (1996: 40) see that the Internet is an extension of previous media, and call it "New Mass Medium". The medium of a mass communication. They criticize money experts or researchers for limiting theoretical models in research and the basic assumptions behind theories about the effects of mass media, which is why experts and researchers are not able to see the Internet as a new mass media. That is, Moris and Ogan see online media like "Old Wine in New Bottle".

The experts and researchers who saw the difference between online media characters and the previous mass media then doubted whether the Agenda Setting is still relevant to be applied. The interactivity offered by online media increases the activeness of its users. Then, if consumer media becomes active it will blur the gatekeeper media connecting lines. However, there are some experts or researchers who see the opportunity that the Agenda Setting is still relevant to be applied to Internet-based media. Changes in technology are able to disseminate messages instantly and open access to enable dynamic communication processes. The dynamic character of the Internet in transmitting information from senders to receivers, from this point experts and researchers assume that theories of mass communication can also be applied to online communication (Robert, Wanta and Horg, 2002: 452).

Many people accused that the mass media, whether realized or not, had an important role in the process of moral decline in this nation. The accusation starts from the fact that at the moment it is mainly due to the existence of "media euphoria" as the jargon of "freedom of the press" whose side effects are the fruit of the reform process. There are a lot of mass media practices that openly display aspects that so far have been considered "tabuh" to be displayed as the main selling points and therefore are considered to be no longer concerned with the norms that apply in the midst of Indonesian society.

Indonesia has sharper provisions of the law to provide a deterrent effect for prostitution. Ie, the law on combating trafficking in persons. So, if we refer to that law, trafficking women for the purpose of sexual exploitation, the threat is much higher.

The threat of punishment for traffickers (human trafficking) is 15 years in prison. While based on Article 296 of the Criminal Code, the offender is threatened with a maximum sentence of 1 year and 4 months in prison. The practice of prostitution in Indonesia is often still regarded as an ordinary street crime. The reason, the term human trafficking is more often associated in large contexts, such as cross-border human trafficking. According to Commemge in Tjahjo Purnomo (1986: 10) prostitution or prostitution is the act of a woman trading or selling her body, which is done to obtain payment from men who

come to the woman. KartiniKartono (1992: 204) defines prostitution as a self-selling event by selling bodies, honor and personality to many people to satisfy their sexual desires with material rewards. While SoerjonoSoekanto (1990: 374) said that prostitution is a job that is surrendered to commit sexual acts by getting wages. Based on the opinion above, it can be said several things as follows :

1) Prostitution is a form of sexual deviation, with patterns of implant organization / sexual drive that is unnatural and not integrated, in the form of the release of sexual desires without control with many people accompanied by exploitation and commercialization, impersonal without effectivity

2) Prostitution is an act committed by a woman by giving up her body to sexually obscene by earning wages 3) Prostitution is an event of self-sale by buying and selling bodies, honor and personality to many people to satisfy sexual desire in exchange for payment.

From some of the opinions above, it can be concluded that prostitution or prostitution is a deviant behavior where women are the objects, both adult women and children who sell their bodies to men to get wages or payment.

The case of online prostitution involving artists is not new. 2019 is an unlucky year as well as the inaugural year for artists born in Jakarta, 21 December 1991, adding to the long list of online prostitution cases in the world of art workers. Saturday, January

5, 2019 at 12:30 West Indonesia Time at a Hotel in Surabaya, Vanessa Angel was raided by the East Java Regional Police in an online prostitution case with a man who was not his legal partner. The unfortunate event was immediately viral in social media and made headlines both online and print media in the country.

The Setting Agenda begins with two ideas initiated by Walter Lipmann and Bernard Cohen. Lipmann views the mass media as a painter of reality, the public cannot and cannot experience all events, although these events require a response from the public (Lipmann, 1965: 3-20). Lipmann sees the reality created by the media and then the public will respond to the reality created by the media. Not only reality, but social construction. In line with this, according to Long (1992: 209) the public who responds to the construction of reality created by the media, will accept the consequences of dependence on the media and media distortion itself. many problems that arise in our heads. Then Cohen revealed that "The press may not succeed much in telling people what to think, but stunningly successful telling readers what to think about it" (Cohen, 1969: 13). In Cohen's view, the mass media influence public perceptions about what people think but the press manages to convince and shape public perceptions about what people think but the press manages to convince and shape public perceptions.

The key of the Agenda Setting is determining the portion of an issue or event in the gatekeeping process. The formation of public perception can be sought by the media by giving a portion to each problem or issue around the audience, for example by highlighting a particular issue or event in the media presentation. The different portion of the presentation implies the different attention, then it will give effect to the cognition (knowledge and image) of an event or issue in the eyes of the public. Mass media in the opinion of Charles Wright (1995: 20), do a selection of

what is presented to the audience and direct the audience to react to an issue or event reported. Mass media according to Wright has the ability to direct issues or events to be accepted by the audience and accepted as an important issue, or what is called the Agenda Setting. In the Agenda Setting, the highlighting of certain issues by the mass media cannot be separated from the process of media selection that passes through a number of doors (gates), this selection process can be held by individuals or groups of people who will later decide the news is suitable to fit, they are what play a role in shaping the reality that is in the audience. mass media gatekeepers will usually determine the weight of the presentation of the issue based on the amount of space provided, the prominence of the news (through the location of the page placement) and the way the issue is discussed in detail or in general (De George, 1981: 219-220)

Agenda Setting berangkat dari dua asumsi pokok yakni bahwa media tidak merefleksikan realitas sepenuhnya, dia hanya menyeleksi dan membentuknya. Kemudian penonjolan isu oleh media dalam kurun waktu tertentu akan mempengaruhi publik. mana publik akan menganggap isu tersebut lebih menonjol daripada isu yang lain (Weaver, dkk, 1981: 3-4).

In the process, the Agenda Setting can be divided into three sub-areas: media agenda, public agenda and policy agenda. Public Agenda is a sub-area that tries to understand how public opinion is influenced by mass media content. While the Media Setting Agenda itself is a study that emphasizes media content related to the definition of issues, selection and emphasis by the media. Policy Agenda or Policy Agenda relating to the relationship between public opinion

on elite policy, decisions and actions (Rogers and Dearing, 1988: 566).

The Media Agenda is determining issues that are considered important to be reported in the media. Usually the media agenda is set in the priority order of reporting. The Public Agenda results from the process of discourse in the public regarding the most important issues or events in the media. Whereas the policy agenda is formed when policy makers realize the importance of the issue. The three sub-areas of study are often used by researchers to explore the power of the media in directing an issue. In its development, more research is done in the area of the Media Setting Agenda and Public Setting Agenda. Study Agenda Setting discusses most about the correlation of the media agenda and the public agenda, whether what is considered important by the media is also considered important by the public. As research by Mc Combs & Shaw in 1972 has the most frequency as a reference. Methodologically, in addition to Mc Combs & Shaw, Iyegar& Kinder developed Contingent Conditions that affect the relationship between the Media Agenda and the Public Agenda, and Winter and Eyal who proposed time lags in Agenda Setting research (Tai, 2009: 481-513).

### a) Agenda of detik.com media in news coverage i "Vanessa Angel" online prostitution case.

Every mass media has its own agenda including online media to be able to direct anything that needs to be considered important to be thought or perceived by the audience. The purpose of the media agenda is to influence cognitive change between individuals. Successful media tell the public about what they should be thinking. There is a perfect correlation between what issues are considered important by the public and topics that are

reported to the media. There is a strong relationship between the emphasis on issues by the media and the audition's assessment of prominence and the significance of the issues reported. The media agenda is market driven (through ratings, hearings, market research and consumption patterns) so that it provides everything that can be sold to an audience.

The agenda plays an important role in creating public opinion and constructing social realities that occur. In its application the media agenda has several dimensions which include visibility, relevance and valence. Visiability is the number and level of prominence of the news. the level of prominence for the audience, the relevance of the news content to the needs of the audience. The visibility of online prostitution cases involving artist Vanessa Angel on the detik.com news page on January 5-7, 2019 increased.

**Table 4.1:** The distribution of the detik.com media agenda on reporting on the Vanesa Angel online prostitution case on January 5-7, 2019.
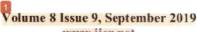
| No | Date | Headline |
|---|---|---|
| 1 | 5-01-2019, on17.50 | Two Artists is Secured Regarding Online Prostitution Cases in Surabaya. |
| 2 | 5-01-2019, on 18.10 | Vanessa Angel and 1 AF Artist Are Still Examined at East Java Regional Police Headquarters. |
| 3 | 5-01-2019, on 18.36 | Police Secure Vanessa Angel and AF After Reports of Prostitution Transac tions. |

| 4 | 5-01-2019, on 18.47 | Vanessa Angel Arrested with 3 Other People, 1 Suspected is Suspect |
|---|---|---|
| 5 | 5-01-2019, pukul 19.06 | Purple Shirt Becomes 'Code', Is This the Appearance of Vanessa Angel when Arrested by Police? |
| 6 | 5-01-2019, on 19.25 | The time of Vanessa Angel and AF caught off by Online Prostitution. |
| 7 | 5-01-2019, on19:33 WIB | Vanessa Angel is caught in prostitution online, IG Didi Soekarno is invaded. |
| 8 | 5-01-2019, on 22.04 | Vanessa Angel Arrested in a Room, AvrielliaShaqqila is Leading to the Hotel. |
| 9 | 6-01-2019, on 05.16 | Facts of Vanessa Angel Arrested by Police Regarding Online Prostitution. |
| 10 | 6-01-2019, on 08.35 | Jane Shalimar Prepare Legal Counsel for Vanessa Angel. |
| 11 | 6-01-2019, pukul 12.26 | Two Pimps Artist Online Prostitution Specialist Secured from Two Networks. |
| 12 | 6-01-2019, on18.22 | Released, Vanessa Angel is not a suspect but must report. |
| 13 | | 4 The Story of Arresting Vanessa Angel Until Finally Released. |
| 14 | 7-01-2019, on 10.19 | Vanessa Angel service users can't be entangled, this is the reason the police. |
| 15 | 7-01-2019, on 10.50 | Vanessa Angel and AvrielliaShaqqila Potential to be Suspects. |
| 16 | 7-01-2019, on 12.21 | Case of Vanessa Angel, Netizen twit #MenjemputRejeki2019 |
| 17 | 7-01-2019, on 13.54 | Vanessa Angel's Nude Photos Widespread after Arrest, This is a Lawyer Said. |
| 18 | 7-01-2019, on 14.21 | Vanessa Angel Also Policing Artist who Scattered Nude |

| | | Photos. |
|---|---|---|
| 19 | 7-01-2019, on 14.27 | Vanessa Angel Admits Nude Photos Spread is Himself. |
| 20 | 7-01-2019, on 16.32 | Allegedly Involved Prostitution Online, Vanessa Angel Trauma. |
| 21 | 7-01-2019, on 21.17 | Lawyer Reveals Evidence Related to Vanessa: iPhone to Bed Sheets. |
| 22 | | 30 Vanessa Angel Arrested in a Mode of Dress? |

Preliminary news of the arrest began on January 5, 2019 at 12:30 West Indonesia Time, the Cyber Crime Sub Directorate of the Ditreskrimsus of the East Java Regional Police secured 4 witnesses. Two artists from two management.

Based on the headlines and news content that the researchers examined, the established media agenda was the number and level of prominence of the news, the level of prominence for the audience, the relevance of the news content to the needs of the audience. This can be seen from the news content which in detail presents news about the chronology of the arrest, to the latest findings that are also in line with the needs of readers in finding the news.

### b) Public Agenda of detik.com in news coverage of online prostitution case of "Vanessa Angel"

Public agenda are things that are considered important by the public. The public agenda determines where the media agenda is determined. The public agenda also sometimes becomes the orientation of the media agenda. Based on the agenda setting theory in mass media, the public agenda has a dimension that includes familiarity, namely audience awareness of a particular topic, personal prominence, namely the relevance of individual interests to personal characteristics and pleasure, which is the consideration of happy or unhappy news topics. Based on table 4.1 above, we can see the distribution of public agendas that appear in online prostitution reporting "Vanessa Angel" in detik.com is in headline of "Case of Vanessa Angel, Netizen Cuitkan #MenjemputRejeki2019".

Detik.com is quite representative of the public agenda in terms

of information needs related to online prostitution among artists. The most prominent public agenda on detik.com is that Familiarity shows people's awareness of certain topics while favorability shows whether or not they are happy with the news. This can be seen from netizens tweeting # Fetching Rejeki2019 which is also one of the headlines of detik.com

### c) Agenda of the policy in online prostitution case of "Vanessa Angel" in detik.com

The policy agenda, at the same time the 11 ctment of a law on combating trafficking in persons. Based on the agenda setting theory in the mass media, the policy agenda includes the support dimension, which is a fun activity for the position of a particular news, the possibility of activity (likelihood of action), ie the possibility of the government implementing what is likened, freedom of action, . i.e. the value of activities that might be carried out by the government

Based on the headlines and research content that the researchers examined, the policy agenda formed was the existence of a sharper Law to be able to provide a deterrent effect for prostitutes. That is the law on combating trafficking in persons. So, if we refer to that law, trafficking women for the purpose of sexual exploitation, the threat is much higher.

The threat of punishment for traffickers (human trafficking) is 15 years in prison. While based on Article 296 of the Criminal Code, the offender is threatened with a maximum sentence of 1 year and 4 months in prison. The practice of prostitution in Indonesia is often still regarded as an ordinary street crime. The reason, the term human trafficking is more often associated in large contexts, such as cross-border human trafficking.

Based on table 4.1 above where one of the headlines is "Male Vanessa Angel Service Users Cannot Be Snared. This is the Reason for the Police" detik.com is sufficient to represent the policy agenda in terms of the possibility of the government implementing what is likened, freedom of action. The laws on combating trafficking in persons means

that service users cannot be penalized but pimps as traffickers.

## 6. Conclusion and Suggestion

### 6.1 Conclusion

The agenda setting formed by the media in online prostitution 9 anessa Angel" is seen from three dimensions namely the Media Agenda, Public Agenda and Policy Agenda. Media Agenda formed is the number and level of prominence of the news, the level of prominence for the audience, the relevance of the news content to the needs of the audience. This can be seen from the news content which in detail presents news about the chronology of the arrest, to the latest findings that are also in line with the needs of readers in finding the news.

Detik.com is quite representative of the public agenda in terms of information needs related to online prostitution among artists. The most prominent public agenda on detik.com is that Familiarity shows people's awareness of certain topics while favorability shows whether or not they are happy with the news. This can be seen from netizens tweeting # Fetching Rejeki2019 which is also one of the headlines of detik.com

The policy agenda that was formed was the existence of a sharper law to be able to provide a deterrent effect for perpetrators of prostitution. That is the law on combating trafficking in persons. So, if we refer to that law, trafficking women for the purpose of sexual exploitation, the threat is much higher.

### 6.2 Suggestion

For those who will carry out similar research, it is suggested to choose a different online media in evaluating the agenda setting of the online media prostitution case "Vanessa Angel" so that later it can become a comparison between online media in informing the news.

For mass media / online practitioners, the frequency of reporting is suggested to be more intense in presenting news when wanting to educate readers about online prostitution cases..

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