AN ANALYSIS OF AGENDA SETTING ON @G20ORG TWITTER ACCOUNT IN THE INDIA G20 SUMMIT

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ABSTRACT

This research aims to find out the agenda-setting communication used by @g20org at the G20 India Summit and how the @g20org account creates public awareness of the public agenda, media and policies. The research method used is descriptive qualitative method. The data collection used is observation and documentation. The results showed that the strategy in the public approach, the G20 India Summit focused on tourism, environmental sustainability, and also parliamentary cooperation. In the media approach, the @g20org account in its strategy also informs the agenda for the summit and discusses the main issues that will be discussed. In the policy approach, the account reports on issues important for policy making and problem solving. This approach raises awareness of the importance of G20 parliamentary cooperation and helps in policy making.The issues that are often discussed in the G20 India Summit are about international economic cooperation and sustainable development, the importance of overcoming global challenges, and the importance of parliamentary cooperation (P20) in the G20 Summit in discussing global issues can also increase awareness of the importance of G20 parliamentary cooperation.

Keywords: *G20 Summit, Strategy, Agenda Setting. Global Issues, Parliamentary*.