

CHAPTER I

INTRODUCTION

1.1 Background of Study

The very high use of social media in this era is also due to technological factors that are getting faster and more sophisticated. The creation of social media, which is a fast and useful alternative for everyone, makes it very easy for us to carry out communication activities. ranging from communicating with distant family, to sending short messages with friends, even used for the world of marketing and online business. Social media allows everyone to be able to interact freely with others and also offers various ways for marketers to reach and interact with consumers (Appel, et al., 2020). With this free interaction, everyone can easily communicate with each other.

According to Dijk in Umilasari (2020), social media is a platform that focuses on the existence of users who facilitate them in their activities and collaboration. Social media provides access for each user in terms of sharing content and interacting with other social media users. And the use of social media is increasing every year. According to Annur (2023), internet users are increasing worldwide and have reached 5.16 billion in January 2023.

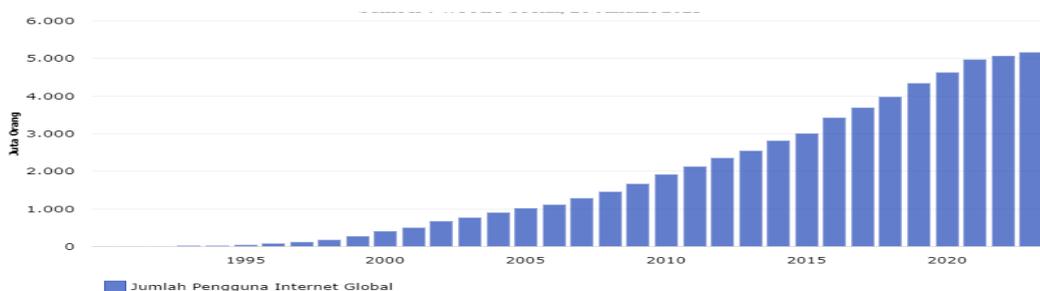


Figure 1. Number Of Internet Users Worldwide (January 1990-2023) (Source: *Databoks / Cindy Mutia Annur. 2023*).

And social media that also has many users is Twitter, where the United States is the country with the most Twitter users in the world as of January 2023.

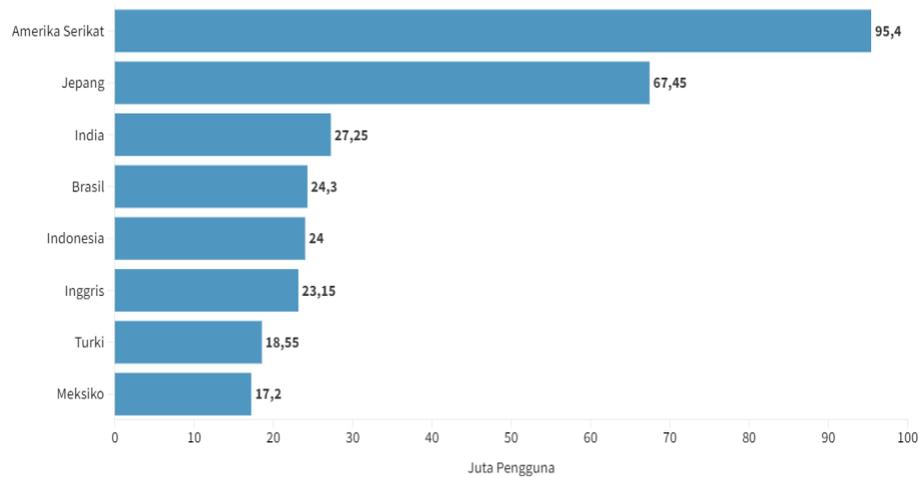


Figure 2. 8 Countries With The Largest Twitter Users In The World (Source: *Dataindonesia.Id/Sarnita Sadya. 2023*).

Apart from being a medium for sharing tweets, Twitter is also very well used by the world of marketing and public relations in introducing a company or an organization through social media advertising. Kanne (2021) in his book *Social Media Marketing and online business 2021* states, that social media advertising has ended up an indispensable device inside the arsenal of brands and groups of all kinds, with possibilities to build relationships, have interact with clients. And of course, it requires a good communication strategy on social media. Communication strategy is one component of communicative competence related to how the speaker maintains and maintains communication (Syarifuddin, 2020). And of course, Twitter is very good to use. Because Twitter has a wide reach and certainly reaches many people (Solihin, et al. 2021). Twitter features retweets, hashtags, and others features that can be useful. Twitter is great for introducing an event or organization.

One of them is what the @g20org Twitter account does. A good and fast Twitter account disseminating information can certainly be utilized by various groups, and a good communication strategy has an important role in providing information related to the G20 Summit in India through the @g20org Twitter account. The @g20org Twitter account plays an important role in the success of twitter users' understanding of the purpose and message of the G20 Summit

forum. The G20 Summit is a large forum that discusses international economic cooperation. @g20org conveys all information about a series of activities and terms from the G20 Summit forum, and we can understand how social media can be used in providing knowledge of public understanding of an international forum. The account is used as a means of communication between the participants of the G20 India Summit and the global community as well as influencing the public agenda regarding the policies discussed in it.

In that context, analyzing the communication strategy of the @g20org account at the G20 India Summit is important to be studied further. Agenda setting approaches such as public agenda, media agenda, and policy agenda will be used to reveal how the use of social media, especially Twitter by the @g20org account, influences the selection of topics of discussion and the focus of attention of stakeholders including the general public, journalists, and policymakers.

From the statements above, researchers are interested in examining the communication strategies used by @g20org at the G20 India Summit with an agenda setting approach. Therefore, researchers conducted a study entitled “**An Analysis of Agenda Setting on @g20org Twitter Account in the India G20 Summit**”.

1.2 Formulation of the Problem

The problem is formulated into :

1. What are agenda setting used on @g20org account in the India G20 Summit?
2. What issues are often discussed on the @g20org Twitter account?

1.3 Limitation of the Problem

This research focuses on analyzing how the @g20org Twitter account influenced the public, media, and policy agendas through its communication strategies during India's hosting of the G20 Summit, from September 9, 2023 to November 30, 2023.

1.4 Objective of Study

The purpose of this research are to :

1. To find out agenda setting communication used in @g20org account at theIndia G20 Summit.
2. To find out issues often discussed in @g20org account.

1.5 Significance of Study

The benefits of this research are:

a. Academic Benefits

- 1) This research can provide more knowledge about communication strategies through social media.
- 2) Future researchers can make this research a reference if their research has the same variables as this research.

b. Theoretical Benefits

- 1) This research will provide insight into the role and influence of social media, especially in international forums such as the G20 Summit. Provide knowledge about the G20 Summit and what issues were discussed.

c. Practical Benefits

- 1) It can be used as a recommendation for and organization or company to use twitter as a medium to convey their goals.
- 2) This research can provide knowledge about effective communication strategies, including using twitter.