

The Effect of Social Media News Exposure Concerning Joko Widodo on Audience Response

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ABSTRACT

The development of today's media is a necessity, in support of various activities of the urban society. The community's need for rapid information at this time, used by different mass media in its role Convey information, education, opinion, and science to the readers. Social media has become a daily necessity in communicating activities and in receiving information. Because with the social media, communication can be done quickly intervening, easily, and economically both Nationally and internationally. The theory used in this research is the theory of media exposure, stimulus-response models, mass communication, audience responses, online media. This research uses descriptive quantitative analysis. The results show the public response was measured using cognitive and affective aspects. Forged news covering the frequency, intensity, and attention partially or simultaneously have a positive effect on the Audience Feedback. The Obtained results show that the cognitive level of respondents to the coverage is high, meaning the respondents know the news. Meanwhile, the affective level of respondents to the coverage is moderate.

Keywords: News Exposure, Social Media and Audience Response.

1. INTRODUCTION

The development of the mass media now needs, in support of various activities of the urban society. Media and the public are the two things that always concerned (Lemos, 2010). As well as verbal messages and alerts that has become an integral part of human communication. Consciously or unconsciously, the mass media has become an important part of community life. The mass media little by little bring people enter into new cultural patterns and begin to determine the mindset and culture of people's behavior itself (Potter, 2010). Also, one other impact in an era of growing technology today increasingly facilitate the public in obtaining information quickly, without borders and create a broad range of reforms. Updates are visible changes; no changes are heading in a positive direction and some changes toward the negative. The changes of response caused by the influence of the media are also related to other aspects such as the communicator, the message content of the press itself and the reaction from the public (Patient & Skarlicki, 2010).

In essence, the media is the mouthpiece and hands instrumental in improving the human capacity to develop its social structure (Anthias, 2011). The public need information quickly today, used by various media in the role of conveying information, education, opinions, and knowledge to its readers. Meet the needs of the audience in the mass media, in general, has always been active in producing information fast, warm and original. Social media has become a daily necessity in the activities of communicating and receiving information. Because the presence of social media, communication can be performed quickly, efficiently, and economically both nationally and internationally. Besides social media can also be used to subscribe to certain information on a periodic basis. Besides immediately accepted and studied by all people without age restriction,

from highly strategic and efficient communication. Cultures meet in person that in antiquity to be done by everyone if they want to communicate, but now the conversation is done between people no longer have to face to face or face to face directly but could use a variety of technological sophistication facilities. At present various types of social media with a full range of advanced features have been rife that can be enjoyed by all walks of society. The sophistication of social media is certainly a positive or negative impact on these populations. Base on the positive side, social media plays a significant role in the progress of the individual community (Dimitrova, Shehata, Strömbäck, & Nord, 2014). Even if the people can be managed well by the government, it will make a Human Resources are very useful for the development of the country.

Social media plays a significant role in the progress and development of a country. The better the social media-information conveying information to the public, the better for the growth of the country, because the public is the main component for the advancement and development of a country. When social media provide positive information among the public, then the people in the country will have a positive thought in society and will form a system of government that is positive as well, where people have high confidence in his cabinet (Khasawneh & Abu-Shanab, 2013). Many community leaders and public figures are clever in exploiting the use of social media as part of the formation of public opinion. One is Joko Widodo or familiarly called Jokowi. The presence of Jokowi becomes one of the political actors who get a lot of attention, including the media. Image Jokowi identical pro on the little people makes her figure to get a place in the middle of the community. All activities to be so exciting to follow and be a source of news in the mass media. The number of positive news in the mass media as

well as the policies taken Jokowi, such as the rejection of a cheap car because he considered not solve the problem, the dissolution of Petral oil broker based in Singapore, a re-review the work contract of PT. Freeport Indonesia and equitable development of infrastructure in all regions of Indonesia to Jokowi as a figure beloved people, even many who call that Jokowi is one character who became a media darling.

The use of media social in the community continues to grow not least by President Joko Widodo. President Joko Widodo phenomenon highlights the impact of the disclosure of information in Indonesia. Many people who are not responsible or misuse of political opponents in using social media. As a result, a lot of harmful content scattered there. One of the most concerns to, the emergence of a hoax (hoax). Nevertheless, the President considered it a lesson learned for the community so that more intelligent in addressing. Joko Widodo also highlights the mainstream media who were desperately struggling to remain in existence in the midst of a massive social media. According to Joko Widodo, the current social media seemed to find momentum. Not only ordinary people, the artist until state officials also greatly enjoy the various facilities of any social media. So, no wonder the mainstream media who are unable to adapt to technological developments falling one by one. According to Joko Widodo, the mainstream media should be able to straighten the crooked, clearing turbidity that occurs in social media and does not necessarily come late and even just picking up issues that have not verified the truth in social media, but instead be in the news is disseminated.

In this study, the selection of an online news portal than other mass media based on observations of researchers who saw the news on social media about Joko Widodo is written in the press a lot more online than print media or electronic media. Selected audience researcher is a community in Yogyakarta. Researchers chose the city of Yogyakarta as a university town so that the people of Yogyakarta is assumed to have thought that an educated, intelligent and critical in responding to a variety of reports, so hopefully not easily influenced by the content of the mass media.

2. THEORETICAL REVIEW

1. *Exposure Media Theory*

Media exposure is a condition where people were caught up in the media content or how the media content strikes the audience. Media exposure is an individual or audience behavior in using the mass media. Operationally media exposure is how often people inside watching television, movies, reading magazines or newspapers or listening to the radio (Rentfrow, Goldberg, & Zilca, 2011). Besides Media exposure (media exposure) is collecting data on the use of media audiences, including media type, the frequency of use, or intensity of use (Taneja & Mamoria, 2012). So this means that media exposure is complete than access. Exposure is not only about whether someone is physically quite close to the presence of the mass media, but whether one is completely open to the press messages. Besides, exposure can also be defined as the activities of hearing, seeing, and reading mass media messages or experience and attention to the message

that can occur in an individual or group (McCombs, 2014). The media type, in this case, is a form of mass media that we use. The frequency of use of the media is how many times someone used the media (can be calculated in a day, week, or month). The intensity of use of the media is how much time someone follows a program or read the news. Attention is attention given to someone on a message. This study measured media exposure based on the frequency, intensity, and attention.

2. *Model Stimulus-Response Theory*

Model Stimulus response (SR) is the most basic communication model, which states that organisms first learned to associate the initial stimulus to another, adjacent stimulus and then respond to both the conditioned stimulus with previous behavior triggered by the original stimulus (Deci & Ryan, 2010). The discipline of Psychology is very influential in this model, especially those that have a behavioristic wing assumption that the components of communication (communicators, messages, media) is potent in influencing communication. Also, this model is more familiar with the term bullet theory (theory shot) because the communicant considered passively accept the attacks communication messages (Self, 2010). From the above explanation can be seen that this model shows the communication as a process of action and reaction that is very simple. Model SR ignores communication as a process, particularly regarding the human factor. The implicit assumption in this SR models can predict the behavior (response) being. In summary, the communication is considered static; people are supposed to behave as external forces (stimulus) and not by the will, desire, or ability freely. Because the theory of SR also included into the model bullet (communication one step), in which the mass media has the effect or effects of the public media. The model shot we find in researching the influence or effect of media on audiences. This model is assumed to have a significant impact in changing attitudes and behavior of audiences. Although each audience in receiving stimulus delivered through a medium has a different perception as though the message or stimulus provided the same but the impact or effect that happens to be different from each other.

3. *Mass Communication Theory*

Actually, besides the existence of mass communication theory aims to study the things what are the effects on humans or the public media, as well as to prove how the role of the mass media on people or audiences psychically (Griffin et al., 2010). Classification of the weight of the communications theory is a theory of macro and micro. In this study, the mean mass communication is communication through the mass media, including electronic media, namely film, television and radio, print media, namely newspapers, magazines, periodicals, and books. Definition of mass communication the simplest is the message communicated through the mass media on a large number of people (Wimmer & Dominick, 2013). Besides mass communication can also be defined as the process of production and distribution is based on technology and institutions from the continuous stream and message as well as the most widely owned in industrial societies (Straubhaar, LaRose, &

Davenport, 2013). Another opinion about the mass communication is a process in which the messages are mass / not a bit of it distributed to the broad mass of the message recipient, anonymous, and heterogeneous (Simonson, 2010). Size means greater here than just a collection of people who are physically adjacent, while unknown implies that individuals who receive the message tend to be strangers to one another. Heterogeneous means sending a message to the people of various status, occupation, and profession with different characteristics to one another rather homogeneous recipient. Mass, in this case, refers to the audience scattered in sundry places, are unlimited and anonymous. There is four major sign of mass communication, namely:

- a. Indirect, means must pass technical media (media technology). Mass communication requires the mass media in the process; this is because the technology makes mass communication can occur.
- b. Is one-way, meaning there is no interaction between participants of communication. Regarding communication, the audience reaction can be input for the next communication process is called feedback. But in a system of mass communication, the communicator's hard to adjust the message to the communicant reaction (a broad audience in this case). Communication is irreversible, meaning that when it occurred cannot be reversed (repeated). So is the case with mass communication. An information dissemination, cannot be played back as make the water into ice, then make ice into the water again. In mass communication, public or audience just being recipients of information.
- c. Is open, meaning that the message to the public that is unlimited and anonymous.
- d. The public has a geographically dispersed. As stated earlier, mass communication is not only intended for a group of people in a particular region but rather to a broad audience wherever they are (Jackob, 2010).

4. Audience Response

The response is a picture memory of observation. Before the reply, the man receives sensations from the tool senses. The sensation is an early stage in receiving the information. The next stage is the perception, which the process of giving meaning to the sensation/stimuli received by sensory organs. Perception is the experience of the objects, events, or relationships obtained by concluding information and interpret the message. After the process of sensation and perception, and then comes the response. The response is a response (effect) communicant of the words offered (Van Reijmersdal, Smit, & Neijens, 2010). The communication process has several important elements in it, one of which is the effect. Real shape effect in the communication process is the formation of a change in opinion or attitude or behavior of the audience after receiving a message. Understanding these effects also apply to mass communication, so after the public receives a signal in the form of news from the media, then the audience will affect the information (Holbert, Garrett, &

Gleason, 2010). Audiences effects or responses to the message sent are then defined as follows:

a. Cognitive Effects

Cognitive effects are consequences that arise in the communicant that are informative for him. This effect is associated with thought or reasoning so that the audience became apparent on the message in question (Potter, 2011). In cognitive effects will discuss how mass media can help the audience learn useful information while developing cognitive skills because the mass media is an extension of the human sensory organs (Sense Extension Theory) (Deuze, 2011). Through the mass media, the public gets information about objects, people or places where these people have never been direct. Selection of reality that appears in the mass media. Communicant tend to obtain such information solely based on what the media reported. Because the mass media is selective in presenting the facts of the events, so automatically the media will affect the image formation of the social environment that is not balanced. Therefore, there were the so-called stereotypes. Stereotypes is a general description of the individual, group, profession or society that does not change, is a cliché and often lame and untrue (Mason, Darnell, & Prifti, 2010). The image of the person will be formed (also) by the role of agenda setting. This theory starts with the assumption that the mass media filter and disseminate news, articles, or writing. Typically, a newspaper which news set higher priority (Strömbäck & Kiousis, 2010). The news that is being a warm conversation affects the priority of delivery of news. The mass media not only provide cognitive effects, but it provides the desired benefits society.

b. Affective Effects

This affective effects usually associated with feelings. As a result of the exposure of the mass media, the audience can feel sad, happy, angry, or disappointed. These effect levels are higher than the cognitive effects. The purpose of mass communication not only to inform an event to the community so aware of something, so after knowing the information received, the audience can feel what the content of the information (Wright, Khanfar, Harrington, & Kizer, 2010). The factors that influence the affective effects of mass communication:

- The emotional atmosphere
From the explanation above we can conclude that the emotional mood of the audience will affect the response to an impression or information.
- Cognitive schema
A cognitive schema script in mind that describes the flow of events.
- Exposure situation (setting of exposure)
Audiences will be terrified watching a scary program when watching alone in the old house when torrential rains and thunder sounded.
- Individual predisposing factors
This element indicates the extent to which people feel involved with the characters shown in the mass media. With the identification of the viewer, reader, or listener, putting himself in the position of the characters and feel

what the character (Harro-Loit, Vihalemm, & Ugur, 2012).

a. **Connative Effects**

Connative effects or commonly known as the behavioral effects related effects intention, determination, effort, and energy is likely to become an action or activity (Rojas, 2010). Connative indirect effects arising as a result of exposure to the mass media, it is preceded by the effects of cognitive and affective effects. In other words, the onset of effect connative after emerging cognitive effects and effects affective

c. **Online media**

The media provides an overview of communication tools that have direction and purpose in the various aspects of the community as a whole not only the upper classes only, but the lower classes also involved. The term media refers to the number of media that has been there since decades ago and still used today, such as newspapers, magazines, movies, radio, television, and even the mass media today is the internet. Society simply gets the actual news quickly via the Internet, such as facebook, twitter, and print media into the online media. The mass media have a trait or characteristic that can reach the masses in large numbers and wide, public and able to give popularity to anyone who appears in the media (Dunne, Lawlor, & Rowley, 2010). An online word consisting of two syllables, namely on and line. In Indonesian English Dictionary, the word implies on going on. While the line means a line, row, fuel, rope, line, line, roads, boundaries, outline, departments, fortification, slate, and themes (Echols, Shadily, Wolff, & Collins, 1994). The online internet itself is a language which means information can be accessed anywhere and anytime as long as there is the connection. Online media can accommodate news text, image, audio, and video. Unlike the print media that only displays text and images (Fürsich, 2010). Online media is media which emerge in the virtual world. Gibson first introduced the term cyberspace in his novel that defines the virtual world of the reality of globally connected with computer support, accented computer, multidimensional, artificial. Other than that online media (online media) or often referred to CyberMedia, internet media and new media can be interpreted simply as a medium are presented online on the web site internet. Online media can be regarded as a medium of 'third generation' after the print media (printed media)-newspaper, tabloids, magazines, books and electronic media (electronic media) -radio, television, and film/video. Media Online is a product of mediated communication technologies using a digital computer (Creeber & Martin, 2008). Another definition of online media is the media of which consists of a combination of various elements. That means there is a convergence of media therein, wherein multiple media into one (Robinson, 2011). Online media is media that uses the internet, online media-based technology, characterized by a flexible, interactive potential, and can function in private or in public (Lee, 2009). Another opinion of online media is the Internet media such as websites, blogs, and other published/aired in cyberspace, can be read and viewed on the web in addition to a new idea in of media. But online media still follow the old media and often take advantage of old media as a benchmark regarding content on

the internet (Bittman, Rutherford, Brown, & Unsworth, 2011). Online media is a new player in the arena of the Indonesian press. Several studies have documented the tendency of online newspapers to repackage material from print publications. Online media has an extensive range that covers the world that has internet access. By having internet access in this sense that the contents contained in the Online Media with easy to share and exchange information between users through the Internet network. This characteristic alone can be an advantage because online media makes everyone can connect and provide a solution to the constraints of distance and time between users. In addition to the online media presents aspects of speed, because it is so posted or upload it directly accessible to everyone (Hennig-Thurau et al., 2010). Some common characteristics possessed online, namely:

a. **Speed (timeliness) of information.**

In online media, all events or events that occur in the field can be directly uploaded to the online media web sites, without having to wait for minutes, hours or days, as was the case on electronic media or print media. Thus speeding up the distribution of information to the market (accessed), with a global reach through the internet network, and at the same time and the information contained in the form of data and facts, not stories.

b. **Their renewal (updating) information.**

Information is delivered continuously, for their renewal (updating) information. This real-time presentation that is causing the lack of time in particular about (prime time) for the provision of information takes place without a break, just depends on when users want to access them.

c. **Interactivity**

One of the advantages of online media is that distinguishes itself with other media are interactive functions. The model of communication used conventional media usually are unidirectional (linear) and the beginning of the unilateral tendencies of the top (top down). Online media is two-way and egalitarian. Various existing features such as chat rooms, e-mail, online polls/surveys, games, an interactive example of the options contained in the online media. Readers also may submit complaints, suggestions, or comments to the editors and can immediately return.

d. **Personalization**

Readers or users are increasingly autonomous in determining what information he needed. Online media provide an opportunity for every reader only the information relevant to him and remove the information he needed. So selectivity and sensor information are in the hands of the user (self-control).

e. **Unlimited load capacity**

The Server computer and the global system of stable support as data storage media Information. Information that once appeared will still be stored and added at any time, and the reader can find with search engines

f. **Connect with other sources (hyperlinks).**

Any data and information presented can be linked to other sources that are also associated with such information, or related to a data bank owned media or from external sources. This hyperlink character also

makes access users may be connected to another accessory when it entered into an online media sites and used the same facilities in the media, for example in the chat room, via e-mail or games (Hamilton, 2011). *Online media characteristic difference with Mainstream media is:*

1. Online media has the most popular because of its features in real time. In that sense, news, stories, events, can be directly published to the date of the incident is underway.
2. Other characters that make online media to be so much demand is interactive nature. By utilizing the hyperlinks contained on the web, works in the online media to present information that connects with other sources. In this case means, users/readers can enjoy the information efficiently and more while still awake and encouraged to obtain a deepening and a wider viewing point even different. Interactivity also can be seen from the provision of comments/ feedback from readers who read a news item presented through the comments field below the displayed story. So that the users can give criticism and advice, and exchange ideas with other readers.
3. Besides the online media typically include multimedia elements as a way to attract readers, to present the form and content of the publication richer in a web. As in the terminology of the Internet, there is a term hoax. So If a message does not include either multimedia such as pictures or videos of the news could be doubtful.

While the characteristics possessed by the mainstream media are:

1. Mainstream media focused on one thing, strict controls, standardize norms and values of the old, direct the behavior of a person to create a support to the centers of power. The content of the message delivered is very selective and interrelated.
2. The resulting product in the form of creative production, standardized routine and controlled. Its message has a relationship with the recipient dominant, manipulative, and asymmetric.
3. Reach owned by the mainstream media is relatively spacious and dissemination of information is vertical and the direction (monologue), so that the community's role in it does not include the group of participants but the targeted group. As an example of the mainstream media is television, radio, newspapers, magazines (Iyengar & Hahn, 2009).

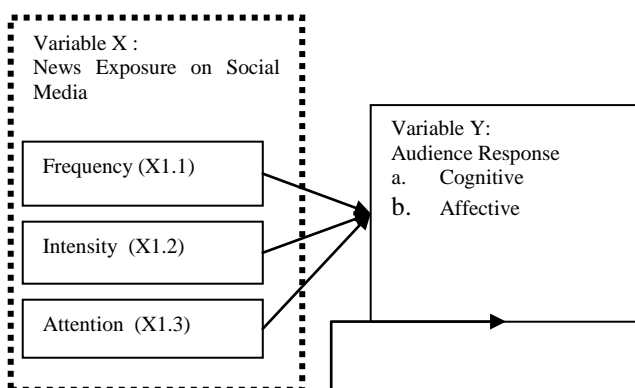


Figure 1. Framework

3. FRAMEWORK

An overview of the framework of thought based on the problems is as follows as in figure 1.

4. RESEARCH HYPOTHESIS

a. *Effect of Frequency on Audience Response*

Exposure to impressions is the use of media by audiences that include the amount of time used, the type of media content and the relationship between fans with media or media consumption as a whole. Frequency is how often the public attention to the news (how many times per week) or how often audiences consume a proclamation in every month. Exposure to an audience where the intensity of the state affected by the messages disseminated by media. Where the purpose of power here is the possibility of news or information to get attention. Media exposure regarding how much the media managed to reach the audience, how many people read the news in the press information online. Media exposure can bring about a change in public attitudes regarding knowledge, attitudes or habits of a person. The success of a message is determined partly by the frequency and intensity of the stimuli. Frequency means of looping. Facts on the field are very supportive when something appears repeatedly will be able to attract attention and ultimately affect a person's subconscious. Now the people will pay attention to what is interesting and more prominent.

Based on the preceding, the researchers hypothesized H1 as follows:

H1: Frequency of social media news Joko Widodo positive effect on the audience response.

b. *Effect of Intensity of the Audience Response*

The Mass Media has a significant role in the process of government; even the media became an important actor in the political field. Through the mass media be known activities of the government, his thoughts, statements, campaigns and so on. So it is transparent medium contains a lot of information and opinions about politics. With continuous media reports exposing Joko Widodo social media, especially online media will give the knowledge to the responses of the audience about the reality. The intensity of the continuous news made people examine and define their reports. The power of this news will affect the perception of giving rise to the pros and cons in the community. The intensity of the story so widely spread and continue to flood the online media that the community will have a varied response to the figures reported.

Based on the preceding, the researchers put forward the hypothesis H2 as follows:

H2: The intensity of the social news media Joko Widodo positive effect on the audience response.

c. *Effect of Attention on Audience Response*

Talk about the public media exposure in the use of media, media type, the frequency of use (frequency), and the duration of use (longevity). The limited effect of

mass media related selective public attitudes in receiving information from mass media exposure. Also, the social forces can influence the media; even the individual should be affecting the media. The limited effect of the mass media audience because of differences in response to the press exposure. Exposure can be defined as activities hear, see, and read the messages of the media or have experience and attention to the message that can occur in individuals or groups. Media exposure was trying to find data on the use of media audiences both types of media, the frequency of use and duration of use. Attention is the mental process when stimuli or series of stimuli become prominent in consciousness at the time other incentives weakened. Attention (attention) rated of interest in the message of the media, attention is a mental process when stimuli become prominent in consciousness at the time other incentives weakened. Attention or attention was given audience to watch the social news media Joko Widodo.

Based on the preceding, the researchers proposed a hypothesis H3 as follows:

H3: Attention social news media Joko Widodo positive effect on the audience response.

d. Effect of exposure to news that covers the frequency, intensity, and attention simultaneously to Audience Response

The response is a form of reaction or the effect of an individual to a stimulus or stimuli it receives. This study means that refers to the follow up from the audience to the social news media Joko Widodo on the online news portal. An aspect of the cognitive and affective is a yardstick in looking at the responses in this study. The cognitive perspective is knowledge and information to the preaching of social media audiences Joko Widodo on the online news portal increases. Affective aspect is the feeling you get audiences on social media news Joko Widodo on the online news portal. The audience is a group of people in a large number and broad, heterogeneous, and do not know each other. Exposure is the use of media, such as media type, the frequency of use, or intensity of use, as well as the public interest to the news. The measurement based on the incidence of open access social media news of Joko Widodo, the intensity of the public in accessing social media news of Joko Widodo and public attention to the news about social media news Joko Widodo.

Based on the preceding, the researchers proposed a hypothesis H4 as follows:

H4: Exposure to news that covers the frequency, intensity, and attention simultaneously positive effect on audience response

5. RESEARCH METHODS

This research uses analysis quantitative descriptive. Data collection techniques in this study using the method of collecting data through questionnaires. The sample in this study is the social media user community in Yogyakarta. Subjects in this study are a community that actively uses

social media and often notice and comment on social media publications Joko Widodo.

6. RESULTS AND DISCUSSION

Before distributing questionnaires, the authors tested the validity and reliability of each variable on the questionnaire. The result is all the variables proved to be valid for $r\text{-count} \geq r\text{-table}$ and proven reliable for all variables ≥ 0.60 . Based on the results of the data has been analyzed, there is a female respondent were 21 male respondents and as many as 27 respondents with age range <20 years > 24 years. Under these conditions, the methods of analysis used are multiple regressions. Of regression, analyses were performed using SPSS version 21 support program for windows which also has been used to test the significance of the individual or the t-test was obtained following table.

Table 1
Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.041	4.182		3.118	.003
Frekuensi	.550	.162	.570	3.401	.001
Intensitas	.422	.174	.863	6.999	.000
Atensi	.538	.324	.323	2.660	.002

a Dependent Variable: Audience Response

According to the table above, the regression equation in the can are as follows:

$$Y = 3,041 + 0,550X_1 + 0,422X_2 + 0,538X_3$$

Information:

Y = Feedback Audience

X₁ = Frequency

X₂ = intensity

X₃ = Attention

The above equation mathematical model shows that the rate of the effect more dominant than the energy and attention to the responses of the audience. It looks from the regression coefficient frequency that is 0,550 greater than the intensity of the regression coefficient that is worth 0.422 and 0.538 are worth attention.

This study base on the news about Joko Widodo is often the case these days. Vigorous preaching in the mass media, especially online media, certainly raises a variety of responses from the audience. If the press gives a significant influence on the public, then it can be seen by measuring exposure to the news media received by the public. Media exposure can be estimated based on the frequency of access to the media, the intensity of access to news and public attention. The results obtained in this study, the frequency level of respondents in accessing and searching for news Joko Widodo classified as moderate or by 55%. The standard of the intensity of the interviewees in the search for and read news Joko Widodo ranked as average or 42.2%, and the level of attention of respondents in finding and Joko Widodo news reading is high or at 53.8%. That is because this news has a

Prominence value high because it involves an active head of state social media play.

This study also uses the theory of stimulus-response (SR) which describes the action-reaction process, whereby when a recipient gets a stimulation of the receiver it will give a response or feedback. SR theory also assumes that mass media has an influence or effect on the audience so that the media is considered to have a significant impact in changing attitudes and behavior of audiences. Response or effect itself is divided into three cognitive effects, the effects of affective and conative effects. However, this study did not find out the effects of conative. These results indicate that a relatively high level of knowledge or by 63% of respondents and affective levels were moderate, amounting to 62% of those surveyed. Respondents to the social news media Joko Widodo influenced by personal experience of each defendant. By the theory that there are factors that affect the response of audiences, one of which is internal or psychological factors that personal experience. The results showed personal experiences classified as moderate or by 51% of respondents. The results suggest that the level of cross-tabulation nominal frequency of respondents aged 21-23 years, while a higher cognitive level is respondents aged <20 years. Meanwhile, women have greater attention and affective higher than men.

The correlation value is relatively weak research that is equal to 0,550 where the results of the significance of 0.001 with a sense of influence between the variables X and Y is significant and positive. Simple regression test results indicate that the effects arising from the social media news Joko Widodo against community responses in Yogyakarta of 61.5%. Base on the theory used in this study, that the mass media has a significant influence in changing attitudes and behavior of the audience. The results of this study indicate that the media does affect the response of fans, but the correlation between variables X with variables Y only for 0,550 so stated conjunction weak. That is, there is the impact of social media exposure Joko Widodo on the online news about the public response in Yogyakarta. The overall response to the people of Yogyakarta showed that the replies or cognitive effects include high, which means that people's cognitive, social news media know Joko Widodo on the online news portal. Affective response or effect of society to social news media Joko Widodo including moderate.

7. CONCLUSION

Based on the analysis and discussion can be concluded that exposure to the news that covers the frequency, intensity, and attention partially or simultaneously positive effect on audience response. The response was measured using the cognitive and affective aspects. The results obtained showed that the cognitive level of respondents to the news is relatively high, meaning that respondents know the story while the emotional level of respondents to the news moderate.

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