



Analysis of Narrative TV Journalism Patterns in the 2024 Presidential Election Campaign Period

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ABSTRACT

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This research aims to analyze the journalistic patterns applied by Narasi TV during the 2024 Presidential Election campaign, focusing on the content produced and the role of journalists in framing political issues. Using a qualitative approach and content analysis, this study explores how narrative structure and journalistic presentation shape political discourse that affects public representation. The methods used include analyzing the Narasi TV program on the YouTube platform and analyzing Najwa Shihab's journalism patterns in the Narasi TV program during the 2024 Presidential Election debate, which provides insight into editorial strategies and critical journalism ethics applied during the campaign. The results show that Narasi TV tends to adopt an advocacy journalism approach, with a significant emphasis on criticism of candidates who have a problematic track record. These findings confirm that the role of the media is not only limited to conveying information, but also influencing public representation and shaping the dynamics of political discourse. This research underscores the importance of presenting journalism in the context of democracy, especially in determining the direction of public political discussion during the crucial election period.

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1. Introduction

Journalism in the digital era has undergone a significant transformation that has brought about major changes in the way information is conveyed, received, and processed by society. In contrast to the traditional journalism model that relies on conventional print or television media, digital journalism allows for faster, wider, and more interactive information dissemination (Wahyudi, 2020). This transformation is not only happening technically, but also includes a change in communication patterns, where audiences are no longer passive consumers, but rather participate in the process of news production and distribution. This is in line with the theory of participatory journalism put forward by Gillmor (2004), which states that modern journalism provides space for the public to be actively involved in the news process. Through this participation, the audience can contribute to discussions, provide input, and even disseminate information to the wider community.

In the era of modern journalism, various approaches play an important role in presenting information to the public. Harcup and O'Neill (2020) highlight that news journalism presents real-time information, while De Burgh (2020) emphasizes the role of investigative journalism in uncovering hidden issues. Narrative journalism combines facts and stories (Hersey, 2020), while opinion journalism provides fact-based analysis (Kovach & Rosenstiel, 2020). Data journalism analyzes digital information (Bradshaw, 2020), and citizen journalism involves the public in news

collection (Allan, 2020). Broadcast journalism, according to Pavlik (2020), remains relevant, as is entertainment journalism that combines news and entertainment (Jenkins, 2020). Environmental journalism focuses on ecological issues (Hansen, 2020), while peace journalism promotes peaceful solutions in conflict (Lynch & McGoldrick, 2020). In Indonesia, this change is very visible in the context of general elections (elections), where the role of digital media is increasingly important in influencing public opinion and political decisions (Ratnasari et al., 2021).

One of the prominent platforms in digital journalism in Indonesia is NARASI TV, which was founded and led by Najwa Shihab, a female journalist known for her integrity and courage. NARASI TV applies an innovative approach in presenting news and discussion programs, functioning not only as an information conveyor but also as an interactive discussion space that involves audience participation.

With the principle of participatory journalism, this platform has succeeded in creating a dynamic community that is responsive to social, cultural, and political issues, including in the context of the 2024 presidential election (Munanjar et al., 2022; Wahyudi, 2020; Ratnasari et al., 2021). In addition, digital journalism applied by NARASI TV also shows a pattern of deep narrative journalism, which is in line with the narrative journalism theory put forward by John Hersey (2020), where stories are used to present facts in a more captivating and in-depth format.

This narrative approach allows for the delivery of richer and more engaging information to viewers. In many episodes, Najwa Shihab often uses stories or strong narratives to describe complex issues, a technique that according to narrative theory can build an emotional connection between the audience and the story. This approach allows the audience to not only passively receive information, but also engage emotionally, reinforcing their understanding and interest in the topic being discussed.

Previous research has shown that narrative journalism approaches have a significant impact in helping audiences understand complex issues in a simpler and more followable way (Paramitha, 2022; Putra, 2023). In the context of the 2024 presidential election, this approach provides added value because it allows viewers to understand the political dynamics that occur, as well as how various policies and decisions of candidates can affect their daily lives (Kautsar, 2023; Aziza, 2023).

So the formulation of the problem in this study is "How does the journalism pattern applied by NARASI TV during the 2024 Presidential Election campaign affect the way political information is presented, audience participation, and public representation of candidates and political issues, and what are the challenges and opportunities faced by NARASI TV in running ethical and independent journalism in the digital era"

Therefore, the urgency of this research lies in the need to further explore how digital journalism patterns affect political dynamics in Indonesia, especially in the midst of people's increasing dependence on digital media. Kautsar (2023) and Aziza (2023) noted that the presence of digital media such as NARASI TV is very important in reaching the younger generation who have tended to be apathetic to politics. Thus, NARASI TV not only functions as an information media, but also as a tool to increase political participation among the younger generation.

Furthermore, NARASI TV plays a role in shaping public opinion through interactive and participatory news presentation. Through programs that involve audiences, such as discussions and questions and answers, NARASI TV creates a space for the public to participate in political dialogue (Wahyudi, 2020; Winingsih et al., 2022). This is in line with the trend of digital journalism which encourages public involvement in the news process, as well as prioritizing the values of transparency and accountability in journalism (Santoso, 2023; Paramitha, 2022).

This article analyzes the narrative journalism patterns of narrative journalism in the 2024 presidential election campaign, focusing on the use of narrative and its impact on public representation. Using a qualitative approach and analysis of the content of TV narratives on YouTube, this study aims to provide insight into the role of the media in shaping public opinion and influencing election results. Narasi TV's narrative journalism not only conveys information, but also builds stories that invite audiences to be actively involved in political discourse, as well as contribute to a participatory culture in society. Thus, this study reveals the importance of media narratives in shaping voter behavior and attitudes (Munanjar et al., 2022; Aziza, 2023).

2. Theoretical Framework

Narrative Journalism Theory, Narrative journalism is an approach that uses storytelling techniques to convey information in depth. According to Norman Sims (1995), journalism focuses on the elements of the story to present facts that allow the reader or viewer to feel the real experience of an event. In addition to conveying factual information, narrative journalism aims to evoke emotions by combining story elements such as background, conflict, and characters, so that news becomes more interesting and meaningful. In the context of the 2024 Presidential Election campaign, the narrative journalism approach can be used to analyze how TV narratives shape certain narratives through the presentation of stories that highlight the candidate's journey or public views. This approach can influence viewers' perceptions of campaign and candidate issues, as well as help them better understand the complexity of the political situation, thereby increasing public engagement in the democratic process.

3. Method

Content analysis, according to Krippendorff (2022), is a systematic approach to analyzing symbolic data or text in qualitative and quantitative research, focusing on the hidden meaning behind the text and the importance of reliability. Digital media, especially in political contexts such as presidential election campaigns, increasingly influence public opinion (Munandar, 2022; Setiawan, 2023).

This study applies qualitative content analysis to examine the journalism patterns of Narasi TV, Najwa Shihab's digital platform, with a focus on how information is presented during the 2024 Presidential Election campaign. This approach also considers narrative journalism, which combines facts with storytelling to build an emotional connection with the audience. By exploring the way NARASI TV frames political issues and their impact on public representation, this research is expected to provide insight into the role of digital media in influencing political discourse in Indonesia (Gustafsson et al., 2021; Williams & Delli Carpini, 2020).

4. Result and Discussion

This analysis includes how NARASI TV covers strategic issues, the use of narrative in news delivery, and the impact of their journalistic approach on voters and the democratic process as a whole. Through a qualitative approach, this research will explore the various news formats used. In this analysis, the researcher identified several interview techniques used by Najwa Shihab. One of the most striking techniques is the use of direct and in-depth questions, which aim to uncover specific details that the interviewee may not want to reveal. This is especially relevant in the context of political campaigns, where clarity and openness of information are key in building public trust.

In this context, McNair (2017) explains that journalism plays an important role in strengthening democracy, by encouraging political accountability through critical interview techniques. Thompson and Riaz (2023) emphasize the importance of the role of journalists in overseeing the practice of power, while Hanitzsch et al. (2019) discuss the ethical challenges that journalists face in maintaining fairness and accuracy. In addition, research by Keren and Sheffer (2021) shows that freedom of expression is a crucial component in responsible journalism, which in turn supports transparency in the political process.

Taking these references into account, the analysis is expected to provide in-depth insights into how the interview techniques used by Najwa Shihab contribute to information disclosure and public scrutiny in the context of elections.



Figure 1. One of the uploads on the youtube platform narrating tv there are 3 photos of presidential candidates who will be interviewed by Najwa Sihab
(Source: <https://www.youtube.com/live/C2aZPjVdqyA?si=xxAWijI4GdFfo0FE>)

Caption " 3 Bacapres Talk Ideas", The use of pamphlets featuring photos of Prabowo Subianto, Ganjar Pranowo, and Anies Baswedan on the Najwa Shihab platform on Narasi TV has deep significance in political journalism. This pamphlet serves as a visual tool that helps the audience recognize and distinguish the candidates, while conveying formalities related to the issues raised. In the context of advocacy journalism, NARASI TV plays an important role in encouraging voters to understand the views and policies of each candidate, as well as increasing public participation in the 2024 election

Research by Jansen and De Vries (2023) in the International Journal of Political Communication shows that visual elements can increase public understanding of political issues. By providing a balanced platform, Narasi TV not only presents images of candidates to spark critical discussions, but also contributes to transparency and accountability in the political process, which in turn assists the public in making more informed decisions in elections.

In a presidential debate interview on Narasi TV, Prabowo Subianto emphasized the importance of national stability and security as a foundation for economic development, highlighting his military experience as a leadership capital. Anies Baswedan emphasized an inclusive approach to development, with a focus on social justice and poverty alleviation, underlining his policies during his tenure as Governor of DKI Jakarta. Meanwhile, Ganjar Pranowo highlighted the importance of innovation and sustainability in infrastructure development, as well as his local experience as the Governor of Central Java in managing resources and driving economic growth in the region.

4.1. Presenting the Results



Figure 2. Anies and Najwa are conducting an interview by talking about ideas

Source: (<https://youtu.be/kiaKPHMABuc?si=Lwd1LuOIDCg9Efm3>)

Caption."Anies Baswedan talks about the idea "

Findings in Anies Baswedan's video, The study found that the narrative journalism approach and in-depth interviews applied by Najwa Shihab in the NARASI TV program played a significant role in shaping the political narrative during the 2024 presidential election campaign. By featuring an in-depth interview with Anies Baswedan, this program provides a space for candidates to convey their views and policies comprehensively. The narrative techniques used not only strengthen the delivery of political stories, but also facilitate the exploration of controversial and critical issues relevant to the public, such as policies in Jakarta and Anies' political relations. Critical questions asked, such as "How do you respond to criticism regarding policies taken while serving as governor?" and "What concrete steps will you take to address the congestion problem in Jakarta?", indicate an effort to dig deeper and question the consistency and effectiveness of the proposed policies. This highlights the role of NARASI TV in encouraging political transparency, providing balanced information, and increasing the political literacy of the audience through comprehensive reporting. In addition, these interviews demonstrate the characteristics of advocacy journalism that actively encourage candidate accountability. Najwa Shihab does not hesitate to include critical rebuttals, such as when questioning, "Given your background in Jakarta, how will you convince the public that real change will happen if you are elected?" The question sparked an in-depth discussion and provided an opportunity for candidates to account for their policies and statements. The interview is not only a communication tool, but also a space to strengthen political accountability in the eyes of the public. The use of personal narratives that often explore personal aspects of a candidate's life also creates an emotional connection with the audience, making the program an important instrument in increasing public participation and emotional engagement in the democratic process.



Figure 3. Najwa Sihab is embarrassed by an interview with Ganjar Pranowo who talks about ideas

Sumber(https://youtu.be/2YXKMHNevpo?si=bxdf_9h0311yg9eh)

Caption" *Ganjar Pranowo talks about ideas"*

Findings in Ganjar Pranowo's video, Research on Ganjar Pranowo's interview on NARASI TV revealed that narrative journalism and in-depth interviews play a significant role in conveying political ideas comprehensively. Through a narrative approach, the interview provides space for Ganjar to build a story that connects personal experiences with policy views, allowing the audience to understand the context and rationalization behind the ideas conveyed. The pattern of applied journalism is centered on advocacy, where the interviewer not only conveys information, but also challenges and asks for further explanation of the policy, such as when Najwa Shihab asked, "How will you ensure bureaucratic reform is not just a political promise?" or "Why is your social assistance program considered effective, and how do you measure its success?" These questions indicate an attempt to dig deeper into socio-economic issues and development strategies. This encourages active public participation and increases political literacy by presenting information critically and in-depth.

In addition, this interview explores the personal dimensions of Ganjar's life, such as his family background, to create emotional connection and increase his credibility as a leader. The in-depth interview techniques used allow for dynamic interactions, with critical questions that are not only descriptive but also test the consistency and integrity of the policies posed, for example by asking, "How will you handle differences in political views in an increasingly polarized society?" This

approach shows NARASI TV's efforts in encouraging political transparency and accountability, enriching the audience's understanding of the candidates' political views, and strengthening the position of journalism as an important instrument in the democratic process.



Figure 3. Najwa Shihab is conducting an interview with Prabowo Subianto where he talks about the idea of

Sumber(<https://youtu.be/V4W5Nokc7MU?si=eALH-f2wffvKIXBq>)

Caption "*prabowo subianto talks about ideas*"

Findings in Prabowo Subianto's video, Research on Prabowo Subianto's interview on NARASI TV reveals that narrative journalism approaches and in-depth interviews play an important role in building political narratives and strengthening the delivery of candidates' ideas. Through narrative journalism techniques, Prabowo can convey political visions and policies in detail, by connecting his personal experiences and background to create a deeper context. Questions raised by Najwa Shihab, such as "How do you ensure that bureaucratic reform can be effective?" or "Will you maintain a large defense budget in the midst of the needs of other communities?", show a pattern of advocacy journalism that actively challenges the ideas of candidates. The questions not only convey information, but also explore critical issues and spark in-depth discussions related to policy. This gives the audience the opportunity to understand political ideas more comprehensively, encourage public participation in discussions, and assess the consistency of proposed policies.

The interview used an in-depth interview approach, in which Najwa Shihab often offered rebuttals to test Prabowo's views, such as when he questioned the concrete impact of the proposed defense policy on public welfare. This rebuttal reflects the application of a critical paradigm in interviews, which not only dig up information but also challenge assumptions and critically question the impact of policy. This technique highlights the personal dimension of Prabowo's figure, such as his military experience, to increase the candidate's emotional connection and credibility in the eyes of the audience. These findings show that NARASI TV's approach in the interview with Prabowo not only focuses on delivering information, but also plays an important role in enriching public understanding of the candidate's ideas as well as encouraging accountability and transparency in the democratic process.

4.2. Discussion

The narrative journalism approach and in-depth interviews applied by Najwa Shihab in the NARASI TV program played a crucial role in building a political narrative during the 2024 presidential election campaign. Through narrative journalism techniques, the program not only conveys information, but also creates a space for candidates to comprehensively present their vision and policies. The narrative used allows for the deepening of critical issues, including controversial policies and challenges faced by the candidates. In the context of increasingly complex political campaigns, this approach makes a significant contribution to increasing transparency and political literacy.

Interviews conducted with Anies Baswedan, Ganjar Pranowo, and Prabowo Subianto show how this program serves as an important platform to challenge candidates and ask for in-depth

explanations. In Anies' interview, for example, the program raised the topic of policies taken during his tenure as Governor of DKI Jakarta and the problem of congestion, which required Anies to respond specifically to criticism. In Ganjar's interview, questions were directed to the effectiveness of social assistance programs and bureaucratic reforms, forcing candidates to explain their strategies in detail. Meanwhile, the interview with Prabowo focused on defense policy and its implications for people's welfare, emphasizing the importance of accountability for proposed policies.

The NARASI TV program shows the characteristics of advocacy journalism, which not only delivers news, but also encourages political accountability by presenting critical questions. Najwa Shihab often provides challenging rebuttals to test the consistency and effectiveness of policies proposed by candidates. For example, in Anies' interview, the question of readiness to bring real change in Jakarta became a tool to evaluate the candidate's ability to deal with actual problems. A similar approach was also applied in an interview with Ganjar, where questions about the success of bureaucratic reform demanded detailed answers. Prabowo is also inseparable from the rebuttal test with questions about the allocation of the defense budget.

In addition, these in-depth interviews also explore the personal dimensions of the candidates, aiming to strengthen emotional connection with the audience. For example, Prabowo's military background and the experience of Ganjar's family were brought up to add context that enriched the public's understanding of the candidate's personal and political views. This narrative technique that combines facts with personal aspects strengthens the candidate's credibility as a figure who understands the problem and has a real solution.

Overall, the narrative journalism applied by NARASI TV in these interviews shows how digital media can play an important role in fostering public engagement and strengthening democracy. A critical and in-depth approach helps audiences better understand political policies, as well as increase transparency in the election process. Thus, this program not only acts as an information carrier, but also as an important instrument in building a culture of accountability and more active political participation in Indonesia.

5. Conclusion

The conclusion of this study shows that the narrative journalism approach and in-depth interviews applied by Najwa Shihab in the NARASI TV program have an important role in shaping the political narrative during the 2024 presidential election campaign. This technique not only conveys information, but also allows candidates to present their vision and policies more comprehensively. The program contributes to increased transparency and political literacy by exploring critical issues, including controversial policies and challenges facing candidates, which are particularly relevant in the context of increasingly complex political campaigns.

Interviews conducted with Anies Baswedan, Ganjar Pranowo, and Prabowo Subianto revealed NARASI TV's efforts in challenging candidates through critical questions that tested the consistency and effectiveness of the policies presented. For example, discussions about Anies' policies in Jakarta, questions about bureaucratic reform to Ganjar, and rebuttals related to defense policies raised against Prabowo highlight the importance of accountability for the proposed policies. The program serves as a platform that not only conveys information, but also encourages political accountability.

This approach to journalism also explores the candidate's personal dimensions, such as Prabowo's military background and Ganjar's family experience, to strengthen emotional connection with the audience. By combining facts and personal elements, interviews on NARASI TV increase the candidate's credibility as a figure who understands the problem and offers concrete solutions. This approach shows how digital media can strengthen democracy by encouraging public engagement, increasing transparency, and building a culture of political accountability in Indonesia.

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