

**PERAN MEDIA *CHINA GLOBAL TELEVISION NETWORK* (CGTN)
DALAM KONSTRUKSI AGENDA POLITIK CHINA DI KAWASAN ASIA
TENGGERA PERIODE 2023-2025**

Oleh
Salsabilla Fatiha
NIM. 2205050029

ABSTRAK

Penelitian ini mengkaji bagaimana *China Global Television Network* (CGTN) mengonstruksi agenda politik China di kawasan Asia Tenggara melalui pola narasi teks, representasi visual, dan valensi pembingkai konten pada periode 2023–2025. Penelitian menggunakan pendekatan analisis isi kuantitatif (*quantitative content analysis*) terhadap 240 video dari kanal YouTube resmi CGTN dengan menggunakan perangkat lunak MAXQDA Analytics Pro. Kerangka teori yang diintegrasikan adalah *Visual Global Politics* sebagai teori utama, didukung Teori *Agenda Setting* dan *Framing Theory*. Penelitian ini menguji enam hipotesis yang mencakup variabel agenda narasi teks (V1), representasi visual (V2), valensi *framing* (V3), konsistensi narasi-visual (V4), interaksi digital audiens (V5), dan konsistensi agenda domestik (V6). Seluruh enam hipotesis diterima pada taraf signifikansi $\alpha = 0,05$. Hasil penelitian menunjukkan bahwa CGTN secara dominan mengangkat tema Ekonomi/BRI dan Diplomasi Regional (63,93%), sementara narasi Sengketa Maritim Laut China Selatan diminimalkan pada angka 5,23% ($\chi^2 = 3.743,540$; $p < 0,001$). Representasi visual infrastruktur mendominasi sebesar 64,03% berbanding visual militer yang hanya 4,56%, dengan rasio 14,05:1. Valensi *framing* positif tercatat sebesar 82,22% dengan rasio 227:1 terhadap valensi negatif. Konsistensi narasi-visual terbukti signifikan ($\rho = 0,817$; $p < 0,001$), dan valensi positif berkorelasi dengan keterlibatan audiens digital ($\rho = 0,608$; $p < 0,05$). Distribusi tema CGTN menunjukkan keselarasan sangat kuat dengan agenda resmi pemerintah China ($\rho = 0,900$; $p < 0,05$), membuktikan bahwa CGTN berfungsi sebagai instrumen komunikasi strategis negara yang terintegrasi, bukan entitas jurnalistik independen. Temuan ini memiliki implikasi penting bagi pengembangan kebijakan komunikasi publik negara-negara ASEAN dan penguatan literasi media digital di kawasan Asia Tenggara.

Kata Kunci: CGTN, *Agenda Setting*, *Framing*, *Visual Global Politics*, Asia Tenggara, Analisis Isi Kuantitatif

**THE ROLE OF CHINA GLOBAL TELEVISION NETWORK (CGTN) MEDIA
IN THE CONSTRUCTION OF CHINA'S POLITICAL AGENDA IN
SOUTHEAST ASIA, 2023–2025**

By
Salsabilla Fatiha
NIM. 2205050029

ABSTRACT

This study examines how China Global Television Network (CGTN) constructs China's political agenda in Southeast Asia through textual narrative patterns, visual representation, and framing valence in its content during the 2023–2025 period. A quantitative content analysis approach was applied to 240 videos from CGTN's official YouTube channel using MAXQDA Analytics Pro software. The theoretical framework integrates Visual Global Politics as the primary theory, supported by Agenda Setting Theory and Framing Theory. Six hypotheses were tested covering variables of textual narrative agenda (V1), visual representation (V2), framing valence (V3), narrative-visual consistency (V4), digital audience engagement (V5), and domestic agenda consistency (V6). All six hypotheses were accepted at $\alpha = 0.05$ significance level. Results show that CGTN predominantly features Economic/BRI and Regional Diplomacy themes (63.93%), while South China Sea dispute narratives are minimized at 5.23% ($\chi^2 = 3,743.540$; $p < 0.001$). Infrastructure visuals dominate at 64.03% against military visuals at 4.56%, with a 14.05:1 ratio. Positive framing valence reaches 82.22% with a 227:1 ratio over negative valence. Narrative-visual consistency is statistically significant ($\rho = 0.817$; $p < 0.001$), and positive valence correlates with digital audience engagement ($\rho = 0.608$; $p < 0.05$). CGTN's thematic distribution demonstrates a very strong alignment with China's official government agenda ($\rho = 0.900$; $p < 0.05$), confirming that CGTN functions as an integrated state strategic communication instrument rather than an independent journalistic entity. These findings carry significant implications for ASEAN public communication policy development and the strengthening of digital media literacy across the region.

Keywords: CGTN, Agenda Setting, Framing, Visual Global Politics, Southeast Asia, Quantitative Content Analysis