



Framing Global Racism Locally: Agenda-Setting of George Floyd's Death in Indonesia's Analisa Daily

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Abstract

This study examined how global racial injustice was constructed and prioritized within local media through agenda-setting mechanisms, focusing on Analisa Daily's coverage of George Floyd's death in the United States. Drawing on Agenda-Setting Media Theory, particularly the unification of agenda approach, the study employed a qualitative interpretive content analysis of international news reports published in Analisa Daily between June 2 and 23, 2020. The findings revealed that the newspaper sets a coherent agenda on racism by consistently foregrounding structural-historical continuity, political-ideological contradiction, and discursive-global framing. Rather than portraying racism as an isolated incident, Analisa Daily constructed it as a systemic problem embedded in institutional history, electoral politics, and transnational legitimacy struggles. The study further demonstrated that Indonesian print media did not merely replicate Western news agendas but actively aligned, reframed, and evaluated global racial narratives through selective emphasis and normative interpretation. By empirically showing how global racial injustice was localized and unified within a Global South media context, this research advanced agenda-setting scholarship beyond issue salience toward transnational meaning-making and legitimacy contestation. The findings underscore the role of local media as active mediators in shaping global human rights discourse rather than passive recipients of dominant Western narratives.

Keywords: *Agenda-Setting; Global Racism; Analisa Daily; Media Framing.*

A. Introduction

Racial injustice remains an urgent global issue, especially in the United States, a nation often portrayed as a symbol of democracy, freedom, and human rights. Despite its modern political system and democratic institutions, racism continues to shape social relations, law enforcement practices, educational access, and political competition in the US. The death of George Floyd on May 25, 2020, became a dramatic social fact that exposed the persistence of structural racism and systemic inequality. This incident triggered massive protests not only across US states but also in many countries around the world (Rossiter, 2022). The global circulation of George Floyd-related news demonstrates how racial issues in the US resonate beyond national borders. Media coverage plays a central role in transforming such local events into global concerns (Zhang et al., 2024). Therefore, examining how media construct and prioritize racial injustice is crucial to understanding contemporary political communication.

Existing scholarship on global racism emphasizes that racial injustice is not merely a national issue but a transnational phenomenon shaped by historical power relations and contemporary media circulation (Collier-Spruel et al., 2025). Media representations play a crucial role in constructing narratives of racism, often framing events like police brutality within broader moral, political, and ideological contexts (Yang et al., 2016). Studies on George Floyd's death highlight how media coverage amplified discussions on systemic racism and mobilized global protest movements (Hayek, 2024). Researchers have shown that media framing can either challenge or reinforce racial hierarchies through language selection, imagery, and narrative emphasis (McIntosh & Pasco, 2024; Merritt, 2021). Social media studies further reveal how global audiences interpret and emotionally engage with racial injustice narratives. Nevertheless, much of this literature centers on Western media platforms and digital spaces (Kirkosová, 2024). Less attention has been given to how traditional print media outside the West interpret and reproduce global racism narratives.

Literature on international news framing suggests that local media outlets do not simply replicate global news flows but actively reinterpret them according to local values, ideological orientations, and audience expectations. Studies on global local media interactions show that international events are often localized through selective emphasis and contextualization (Kaske et al., 2021). Local media may align with dominant global agendas while simultaneously embedding national perspectives within their coverage (Ayers et al., 2020). Research has highlighted the role of newsrooms as

gatekeepers that negotiate between global discourse and local relevance. In developing media contexts, international news framing is also shaped by political culture, editorial policy, and ethical considerations (Simien & Wallace, 2022). However, empirical research on how Indonesian print media frame global racial issues remains scarce (Toosi et al., 2021). By examining *Analisa Daily's* agenda-setting on the death of George Floyd, this study contributes to the literature by demonstrating how a local Indonesian newspaper positions itself within global discussions on racism and human rights.

Previous studies have extensively discussed racism in America from sociological, political, and cultural perspectives. Scholars have examined structural racism, racial violence, and discrimination through historical analysis and policy critique (Chou et al., 2025; Akmal et al., 2024). Other research has explored how social media platforms amplify racial discourse following George Floyd's death. Several studies have also focused on media framing and public reactions across different digital platforms (Diez-Gracia et al., 2023). However, most of these works concentrate on Western or US based media contexts. Limited attention has been given to how non-Western, local media outlets interpret and prioritize global racial issues (Campbell, 2025; Hakim et al., 2025). In particular, agenda-setting analysis of Indonesian print media coverage on George Floyd remains relatively understudied.

This study aims to address this gap by examining how *Analisa Daily*, a local newspaper in North Sumatra, adopts, negotiates, and rearticulates global racial justice agendas within an Indonesian media context following the death of George Floyd. Rather than revisiting racism in the United States as a standalone phenomenon, the primary objective of this study is to analyze how agenda-setting mechanisms operate when a global issue is mediated through local Indonesian print media. Specifically, this article investigates how *Analisa Daily* selects, prioritizes, and frames racial injustice narratives originating from the United States, and how these narratives are aligned with or reshaped by local journalistic logics and normative concerns. By focusing on the localization of global racism discourse, this study asks how international narratives of racial injustice are translated into Indonesian media agendas and what values are emphasized in the process. Furthermore, the study explores how these media agendas reflect broader human rights discourses while simultaneously expressing a localized interpretive stance. Through this approach, the research highlights the dynamic interaction between global events and local media practices, offering insight into the role of Indonesian media in constructing meaning around transnational issues of racial injustice.

The article is grounded in Agenda-Setting Theory, particularly the concept of object salience and agenda unification developed by McCombs and colleagues. This theory is used argumentatively to explain how media prioritize certain issues while marginalizing others. Rather than treating agenda-setting as purely descriptive, this study positions it as a critical tool to analyze power, ideology, and media alignment with global narratives. The case of George Floyd illustrates how local media may adopt dominant international agendas to frame moral and political concerns. *Analisa Daily* is argued to function not merely as an information distributor but as an active actor in shaping public understanding of human rights. By highlighting racial injustice abroad, the newspaper also reflects implicit values relevant to Indonesian audiences. Ultimately, this study argues that agenda-setting remains essential for explaining how global racial issues are mediated within local journalistic contexts.

B. Method

This study employed a qualitative interpretive research design to examine how global racism is constructed, prioritized, and framed within local print media, with particular attention to agenda-setting mechanisms in international news coverage (Yuliar Pranantha et al., 2023). A qualitative approach is appropriate for addressing the research objectives, as the study focuses on meaning construction, issue salience, and media framing rather than numerical frequency or statistical association. Methodologically, the research integrates perspectives from communication studies, political communication, and sociology to analyze media agenda-setting within broader global and racial discourse.

The unit of analysis consists of the complete corpus of international news articles published in the *International* column of *Analisa Daily* during the period of 2 to 23 June 2020. This timeframe was selected because it represents the peak phase of global media attention following the death of George Floyd. All news reports explicitly addressed George Floyd's death, racism, police violence, racial protests, and related political or human rights issues in the United States were included. The corpus comprised full news texts, including headlines, lead paragraphs, and article bodies, while opinion pieces, editorials, advertisements, and unrelated reports were excluded to ensure analytical consistency and focus.

Guided by Agenda-Setting Theory, the study operationalized two core analytical dimensions: object salience and attribute salience. Object salience was identified

through the prominence and recurrence of racism as a central issue across the selected articles, particularly in terms of headline placement, thematic emphasis, and linkage to political and human rights discourse. Attribute salience was examined by analyzing how racism was framed through specific interpretive attributes, including political responsibility, moral hypocrisy, symbolic contestation, historical continuity, and state contradiction. This operationalization enabled a systematic examination of how global racial injustice was localized and framed within Indonesian print media.

Data analysis was conducted using thematic analysis informed by agenda-setting theory (Almakaty, 2025). The analytical procedure followed several stages. First, all texts were read repeatedly to achieve data familiarization. Second, open coding was applied to identify recurring themes related to racism, human rights, political authority, and social protest. Third, these initial codes were grouped into broader thematic categories corresponding to agenda-setting concepts, particularly object salience (issue prioritization) and attribute salience (framing characteristics). Finally, themes were reviewed and refined through constant comparative analysis to ensure analytical coherence, theoretical alignment, and contextual sensitivity (Schmidt, 2025). This process allowed the study to move beyond descriptive reporting toward an explanatory analysis of media power and meaning construction.

This study did not involve human or animal participants and therefore did not require ethical approval. All data were obtained from publicly available newspaper sources and analyzed in accordance with institutional ethical standards for academic research.

C. Results and Discussion

The data analyzed consist of international news texts from *Harian Analisa* reporting on the death of George Floyd, with particular attention to the construction of racial issues and human rights within both global and local media contexts. The analysis employs a qualitative interpretive approach grounded in Agenda-Setting Media Theory, specifically the Unification of Agenda method, to identify patterns of issue emphasis, alignment between local and global media agendas, and the meanings produced through news coverage. The findings are presented first to highlight the main empirical results, followed by a discussion that situates these findings within the relevant theoretical framework and broader socio-political context. This structure is

intended to ensure that the results and discussion are understood as an integrated analytical whole, rather than as separate or fragmented sections.

1. Results

This Results section identifies three major forms of evidence that explain the persistence of racism in the United States as represented in *Analisa Daily*'s coverage of George Floyd's death. The findings are systematically organized into structural-historical, political-ideological, and discursive-global evidence to capture the multidimensional nature of racism. Each form of evidence highlights different mechanisms through which racial injustice is reproduced, normalized, and sustained over time. The structural-historical evidence emphasizes long-standing institutional practices and historical continuities of racial inequality. The political-ideological evidence focuses on electoral dynamics, state contradictions, and the instrumentalization of race in political discourse. Finally, the discursive global evidence examines international criticism, symbolic representation, and media framing that position U.S. racism within a broader global context.

a. Structural-historical evidence: Racism as a recurrent and institutionalized problem

This subsection examines how *Analisa Daily* constructs a structural-historical agenda in framing racism in the United States. Rather than merely reporting episodic events, the newspaper consistently prioritizes historical continuity, structural causality, and institutional depth in its coverage of the George Floyd case and its aftermath. Table 1 is therefore essential because it demonstrates how *Analisa Daily* selects, emphasizes, and sustains particular historical and structural attributes of racism across multiple news items, revealing a deliberate agenda-setting pattern rather than incidental reporting.

Table 1. Media representation of historical continuity and structural racism in the United States

News Title (<i>Analisa Daily</i>)	Date of Publication	Main Findings	Form of Evidence of Racism
US Imposes Nationwide Curfews amid George Floyd Protests	June 2, 2020	The imposition of curfews across dozens of U.S. cities following George Floyd's death is framed as a repetition of historical racial unrest, explicitly compared to the 1968 riots after the assassination of	Racism is constructed as a recurring historical crisis that remains unresolved across generations.

News Title (Analisa Daily)	Date of Publication	Main Findings	Form of Evidence of Racism
The History of Racism behind the Death of George Floyd	June 9, 2020	Martin Luther King Jr. George Floyd's death is situated within a broader historical trajectory of racial violence, police brutality, and systemic discrimination against Black Americans.	Racism is framed as a structural and institutionalized pattern rather than an isolated incident.
Minneapolis and the Long Legacy of Racial Segregation	June 9, 2020	Minneapolis is portrayed as a city historically shaped by racially restrictive housing covenants and spatial segregation that marginalized non-White communities since the early twentieth century.	Institutionalized racism embedded in spatial planning and housing policies.
Policing, Race, and Structural Inequality in Black Neighborhoods	June 9, 2020	Law enforcement practices in predominantly Black neighborhoods are described as more repressive, involving disproportionate surveillance, criminalization, and use of force.	Structural discrimination in law enforcement and criminal justice systems.
Racial Unrest and Political Tension ahead of the 2020 U.S. Election	June 2, 2020	Mass demonstrations erupting before the 2020 presidential election highlight racism as a latent social conflict that intensifies during critical political moments.	Racism as a persistent structural conflict amplified by electoral dynamics.

The patterns summarized in Table 1 indicate that Analisa Daily sets the agenda on racism by foregrounding historical repetition, structural persistence, and institutional responsibility as the dominant interpretive frames. Instead of treating George Floyd's death as a singular event, the newspaper consistently links contemporary protests to earlier racial crises, most notably the 1968 unrest following Martin Luther King Jr.'s assassination. This strategy reflects a classic agenda-setting mechanism in which issue salience is reinforced through temporal continuity, positioning racism as a long-standing national problem rather than a momentary disturbance. Moreover, by repeatedly highlighting spatial segregation, discriminatory policing, and historically rooted housing policies, Analisa Daily emphasizes structural attributes of racism, thereby shifting public attention away from individual culpability toward systemic explanations. The inclusion of political timing—particularly the proximity to the 2020 U.S. presidential

election—further intensifies this agenda by situating racism within moments of heightened national visibility. Collectively, these tendencies demonstrate that Analisa Daily does not merely report racism but actively unifies historical narratives, institutional critique, and political context to construct racism as a persistent structural agenda in the public sphere.

b. Political-ideological evidence: Racism, electoral politics, and state contradictions

This subsection analyzes how Analisa Daily sets a political-ideological agenda by framing racism in the United States as inseparable from electoral competition and internal contradictions within the state. Rather than presenting racial unrest as a neutral policy problem, the newspaper prioritizes political conflict, leadership fragmentation, and ideological contestation as key attributes shaping the public understanding of racism. Table 2 is crucial because it demonstrates how Analisa Daily consistently foregrounds political actors, electoral timing, and state responses, thereby elevating racism as a salient political issue within the broader democratic crisis of the United States.

Table 2. Media framing of electoral politics and state responses to racial unrest in the United States

News Title (Analisa Daily)	Date of Publication	Main Findings	Form of Evidence of Racism
US Secretary of Defense Rejects Military Deployment Plan	June 5, 2020	Secretary of Defense Mark Esper rejects the use of active military forces to suppress anti-racism protests, contradicting President Trump’s preferred approach.	State-level contradiction in responding to racial protests reflects political uncertainty in addressing racism.
George Floyd and the US Democratic Crisis	June 11, 2020	Trump’s “black campaign” rhetoric promotes anti-immigrant and anti-Muslim sentiments during the presidential election season.	Racism framed as a political strategy for electoral mobilization.
Police Reform, Trump Signs Warrant	June 18, 2020	Trump expresses sympathy for victims while simultaneously defending law enforcement and threatening protesters.	Symbolic reform masking structural racial injustice within state policy.

Source: Compiled from analisa daily news coverage published on June 5, June 11, and June 18, 2020 (author’s qualitative political-ideological analysis).

The patterns summarized in Table 2 indicate that Analisa Daily employs agenda-setting mechanisms by emphasizing political contradiction, electoral instrumentalization, and symbolic governance in its coverage of racial unrest. First, the newspaper repeatedly

highlights fragmentation within the state by juxtaposing conflicting responses from key political elites, such as President Donald Trump and Secretary of Defense Mark Esper. This selective emphasis directs public attention to the lack of institutional coherence in addressing racism, framing the state not as a neutral problem-solver but as a contested political arena. Second, *Analisa Daily* foregrounds the politicization of racism by situating racial discourse within the context of electoral strategy, particularly through narratives such as “Trump’s Black Campaign.” By doing so, racism is framed as an instrument of populist mobilization rather than a purely moral or legal failure. Third, the coverage reveals a pattern of symbolic reform, where conciliatory rhetoric and limited policy gestures coexist with the reinforcement of coercive practices against protesters. Collectively, these tendencies show that *Analisa Daily* sets an agenda in which racism is understood as structurally reproduced through political interests, ideological struggles, and electoral calculations, rather than resolved through democratic consensus or policy reform.

c. Discursive–Global Evidence: Hypocrisy, Media Framing, and International Critique

This subsection examines how *Analisa Daily* constructs a discursive–global agenda by situating racism in the United States within international debates, symbolic politics, and geopolitical contestation. Rather than limiting racism to a domestic social issue, the newspaper elevates it to a matter of global legitimacy and moral authority. Table 3 is important because it demonstrates how *Analisa Daily* selectively incorporates international actors, transnational comparisons, and symbolic controversies to amplify the salience of racism as a global discursive problem.

Table 3. Global Media Framing and International Critiques of Racism in the United States

News Title (<i>Analisa Daily</i>)	Date of Publication	Main Findings	Form of Evidence of Racism
<i>China Calls U.S. Racism a “Chronic Disease”</i>	June 2, 2020	Chinese Foreign Ministry spokesman Zhao Lijian describes racism in the U.S. as a “chronic disease” exposed by the protests following George Floyd’s death.	Racism framed as a persistent and systemic social illness recognized by international actors.
<i>Trump Refuses Request to Remove Roosevelt Statue</i>	June 23, 2020	Trump rejects the removal of a statue criticized as symbolizing racial hierarchy and colonial domination.	Persistence of symbolic racism through the preservation of colonial and racial imagery.

Source: Compiled from analisa daily news coverage published on June 2 and June 23, 2020



The patterns summarized in Table 3 demonstrate that *Analisa Daily* employs agenda-setting mechanisms by internationalizing racial discourse, foregrounding moral hypocrisy, and emphasizing symbolic politics. By repeatedly quoting Chinese diplomats and drawing comparisons with Hong Kong, the newspaper elevates racism from a domestic governance issue to a matter of international credibility. This selective use of external voices functions as an agenda-setting strategy that amplifies the salience of U.S. racism within global human rights discourse. At the same time, symbolic controversies such as the Roosevelt statue are framed as extensions of the same racial problem, linking contemporary injustice with historical memory and national imagery. Through this discursive linkage, racism is positioned as a problem embedded not only in policy but also in representation and symbolism. Consequently, *Analisa Daily* constructs racism as a multidimensional issue that transcends national borders and challenges U.S. claims of moral leadership.

Three dominant tendencies emerge from the discursive-global agenda-setting evident in Table 3. First, the internationalization of racism directs public attention to how U.S. racial practices are evaluated and contested by external political actors. Second, the exposure of moral and political hypocrisy highlights inconsistencies between U.S. foreign policy narratives on democracy and its domestic racial realities. Third, the emphasis on symbolic conflict demonstrates that racism persists through cultural memory, historical imagery, and public representation. These tendencies indicate that *Analisa Daily* does not merely report global reactions but actively aligns domestic racial issues with global discursive currents. Media framing thus plays a central role in sustaining and contesting racial meaning at the transnational level. Overall, this evidence confirms that racism is constructed through interconnected discursive, symbolic, and geopolitical mechanisms within *Analisa Daily's* global agenda-setting strategy.

2. Discussion

This study demonstrates that racism in the United States, as represented in *Analisa Daily's* coverage of George Floyd's death, operates through interconnected structural-historical, political-ideological, and discursive-global mechanisms. Rather than portraying racism as a sporadic incident or the consequence of individual misconduct, the findings consistently frame racial injustice as a systemic and enduring condition shaped by institutional continuity, political instrumentalization, and transnational legitimacy struggles (Shi & Wang, 2023; Zada et al., 2023; Rossiter, 2022). In this respect,

Analisa Daily functions not merely as a conduit of international news but as an active agenda-setting actor that reconstructs global racial discourse within an Indonesian media context. This pattern aligns with agenda-setting and framing theories, which argue that media influence public understanding not only by highlighting issues but by shaping interpretive frameworks, causal attributions, and moral judgments (Campbell, 2025; Makinara et al., 2025; Yang et al., 2016).

From a structural-historical perspective, the findings confirm that *Analisa Daily* constructs racism as a deeply institutionalized legacy embedded within American social, spatial, and governance arrangements. By repeatedly linking George Floyd's death to earlier racial crises, including the 1968 civil rights unrest following the assassination of Martin Luther King Jr., the newspaper produces a narrative of historical recurrence rather than rupture. This framing strategy reinforces the notion that racism persists across generations through institutionalized practices rather than being resolved through formal democratic reforms. Such representation resonates strongly with the concept of structural racism, where inequality is maintained through normalized policies, spatial segregation, and routine state practices that appear race-neutral but produce racially differentiated outcomes (Campos et al., 2024; Gasper & Wittinghofer, 2020).

The emphasis on housing segregation, racially restrictive covenants, and discriminatory policing practices in Minneapolis further situates racism within material and spatial structures that shape everyday life. This approach mirrors sociological analyses demonstrating how urban planning and law enforcement historically function as mechanisms of racial governance (McIntosh & Pasco, 2024; Choiri & Ardyansyah, 2024; Toosi et al., 2021). Importantly, *Analisa Daily* does not isolate these structural conditions from the present moment; instead, it frames George Floyd's death as a contemporary manifestation of unresolved historical injustice. The agenda-setting implication here is significant: by sustaining object salience through historical continuity, the newspaper directs audience attention away from episodic blame toward systemic accountability.

The scholarly contribution of this finding lies in demonstrating how a non-Western print medium interprets U.S. racism as a historical system rather than an episodic moral failure. Much Western media coverage, particularly in the immediate aftermath of police violence, tends to emphasize procedural reform, individual culpability, or momentary outrage (Merritt, 2021; Hayek, 2024; Sofiani et al., 2024; Wahdini et al., 2025). In contrast, *Analisa Daily's* framing challenges such individualized narratives by

foregrounding institutional memory and structural persistence. This study therefore extends agenda-setting scholarship by illustrating how historical framing can be mobilized by external media to contest dominant domestic narratives produced within the originating society.

Politically and ideologically, the findings reveal that *Analisa Daily* frames racism as a contested political resource embedded within electoral competition and elite fragmentation rather than as a neutral policy problem. The newspaper's focus on contradictions between President Donald Trump and Secretary of Defense Mark Esper highlights the absence of institutional consensus in responding to racial unrest (Al-Hindawi & Yousif, 2023; Hamid et al., 2024). This selective emphasis exposes the state as a site of ideological struggle rather than a coherent democratic problem-solver. By foregrounding elite disagreement, *Analisa Daily* attributes racism not only to social inequality but also to political calculation and leadership fragmentation.

Furthermore, the positioning of racial unrest within the context of the 2020 U.S. presidential election demonstrates how racism is instrumentalized through populist rhetoric and symbolic politics. Narratives such as Trump's so-called "black campaign" illustrate how racial discourse becomes a strategic tool for mobilizing fear, nationalism, and exclusion (Stern et al., 2020; Zainal et al., 2024; Schmidt, 2025). This finding supports critical democratic theory, which argues that illiberal populism thrives on polarization, symbolic enemies, and the politicization of social grievances (Abowitz, 2023; Vlahos et al., 2024). In this framing, racism is not an unintended consequence of political failure but an actively mobilized element of electoral strategy.

This study advances existing literature by demonstrating how media framing from outside the U.S. interprets American democracy itself as being in crisis. *Analisa Daily's* coverage does not merely document political conflict; it interprets such conflict as symptomatic of deeper contradictions between democratic ideals and coercive state practices (Basseches et al., 2022; Jaelani et al., 2024). Police militarization, protest suppression, and symbolic reform are framed as evidence that democratic rhetoric coexists with authoritarian tendencies. Racism, therefore, is constructed not simply as social injustice but as an indicator of democratic erosion. This position marks a clear academic stance: the study argues that racial discourse serves as a diagnostic lens through which democratic legitimacy is evaluated in global media narratives.

At the discursive-global level, the findings demonstrate that *Analisa Daily* situates U.S. racism within international legitimacy contests by incorporating external

critiques, particularly from Chinese diplomatic actors. By quoting statements that label racism in the U.S. as a “chronic disease,” the newspaper elevates racial injustice from a domestic governance issue to a symbol of global moral contestation (Peslak & Menon, 2024; Qiu & Li, 2023). This discursive strategy aligns with studies showing how international news framing often reflects geopolitical rivalries and symbolic power struggles (Kaske et al., 2021; Zhang et al., 2024).

The emphasis on moral hypocrisy in U.S. human rights advocacy further reinforces this global framing. By juxtaposing U.S. criticism of human rights conditions abroad with its domestic racial realities, *Analisa Daily* constructs a counter-narrative that destabilizes Western claims of moral leadership (O'Brien et al., 2023; Collier-Spruel et al., 2025). Symbolic controversies, such as debates over colonial statues, are integrated into this agenda as evidence that racism persists not only in policy but also in cultural memory and national representation. This reflects broader scholarship on symbolic politics, which highlights how monuments and historical imagery function as sites of racial meaning-making (Kirkosová, 2024; Rolón-Dow & de Novais, 2024).

By integrating international voices and symbolic disputes, *Analisa Daily* expands the agenda-setting process beyond issue salience to include moral positioning and geopolitical evaluation. Unlike studies that focus primarily on Western media's internal debates, this research demonstrates how non-Western media actively participate in redefining global racial discourse. Racism is reframed as a transnational moral issue rather than a localized anomaly, reinforcing the argument that agenda-setting operates across geopolitical boundaries rather than within isolated national media systems (Ayers et al., 2020; Simien & Wallace, 2022).

Taken together, the structural-historical, political-ideological, and discursive-global strands of evidence underscore the central novelty of this study. The findings demonstrate that a local Indonesian newspaper does not merely transmit global news on racism but actively unifies global and local agendas through selective emphasis, interpretive synthesis, and normative evaluation. *Analisa Daily's* coverage illustrates how global racial injustice is localized, prioritized, and reframed within Indonesian print media, revealing the media's role as an active mediator rather than a passive relay of Western narratives. This supports and extends agenda-setting theory by empirically illustrating how object salience and attribute salience operate in tandem within transnational news flows (Shi & Wang, 2023; Dawood, 2024; Campbell, 2025).



From a broader theoretical perspective, this study argues that agenda-setting in a globalized media environment cannot be reduced to issue visibility alone. Instead, it must be understood as a process of meaning construction in which local media negotiate power, morality, and legitimacy across national and cultural boundaries (Fahmi et al., 2024). By foregrounding racism as a structural, political, and global issue, *Analisa Daily* participates in redefining the symbolic geography of human rights discourse. This contribution is particularly significant for media studies in the Global South, where local outlets are often assumed to follow rather than shape global agendas (Toosi et al., 2021; Yuliar Pranantha et al., 2023).

Beyond its national and regional context, this study carries significant global implications for scholarship on racism, media, and international political communication. By demonstrating how a local Indonesian newspaper actively reframes racial injustice in the United States, this research challenges the prevailing assumption that global racial discourse is predominantly shaped by Western media institutions. Instead, the findings illustrate that non-Western media actors participate directly in constructing global meanings of racism, democracy, and human rights, thereby contributing to a more plural and contested global public sphere (Rossiter, 2022; Toosi et al., 2021). This insight extends agenda-setting theory by showing that global issue salience and framing are not unidirectional processes led solely by dominant media centers, but are continuously renegotiated across geopolitical and cultural boundaries through local media reinterpretation (Campbell, 2025; Shi & Wang, 2023; Zhang et al., 2024).

At a broader level, the study underscores how racism functions as a global discursive resource through which states, media, and political actors negotiate moral authority and legitimacy in international arenas. The incorporation of external critiques and symbolic controversies in *Analisa Daily's* coverage reveals how domestic racial injustice can be transformed into transnational narratives that shape global perceptions of democratic credibility and political consistency (Qiu & Li, 2023; Kirkosová, 2024). This finding aligns with critical democratic scholarship that views racial discourse as central to contemporary struggles over legitimacy, populism, and moral authority in global politics (Abowitz, 2023; Vlahos et al., 2024). Consequently, the findings reinforce calls within global media studies to recognize non-Western print media as sites of theoretical and discursive innovation, rather than treating them merely as peripheral recipients of Western-centered narratives (Yuliar Pranantha et al., 2023).

Despite its analytical contributions, this study has several limitations that should be acknowledged. First, the analysis is limited to a single Indonesian newspaper, which constrains the generalizability of the findings across the broader Indonesian media ecosystem. Second, the study focuses on a relatively short period of heightened coverage following George Floyd's death, which may not capture longer-term agenda shifts or framing transformations over time. Third, as a qualitative discourse-based analysis, the study emphasizes media production and framing rather than audience reception, leaving unanswered questions regarding how readers interpret or internalize these agendas. These limitations delineate the contextual boundaries of the findings and underscore the need for cautious interpretation without diminishing the study's theoretical and empirical contributions.

D. Conclusion

This study demonstrates that *Analisa Daily* plays an active role in setting the agenda on racial injustice in the United States by consistently foregrounding structural continuity, political contradiction, and global discursive framing in its coverage of George Floyd's death. Rather than treating racism as an isolated incident or episodic crisis, the newspaper constructs it as a systemic phenomenon embedded in historical institutions, electoral politics, and transnational struggles over moral authority. Through selective emphasis on historical analogies, elite political conflict, and international critique, *Analisa Daily* elevates racial injustice into a salient global issue, illustrating how local media participate in shaping public understanding of global injustice through agenda-setting mechanisms.

The primary contribution of this study lies in advancing agenda-setting theory beyond a narrow focus on issue salience toward an understanding of media agendas as arenas of transnational meaning-making and legitimacy contestation. Empirically, this research shows that a local newspaper in the Global South does not merely replicate Western media agendas but actively aligns, reframes, and evaluates global racial narratives by integrating historical, political, and discursive attributes into a unified agenda. In doing so, the study enriches cross-cultural media scholarship by demonstrating how agenda-setting operates across geopolitical boundaries and contributes to global debates on democracy, racism, and human rights.

Based on the contributions and limitations outlined in the discussion, future research is recommended to broaden the scope of analysis by incorporating multiple



national and regional media outlets in Indonesia, thereby enabling cross-outlet comparisons and enhancing the generalizability of the findings. Subsequent studies should also adopt longitudinal designs to examine the dynamics and continuity of agenda-setting processes as well as changes in the framing of racial issues over longer periods. In addition, integrating audience-based approaches—such as surveys, in-depth interviews, or reception analysis—would be crucial for understanding how media agendas and frames are interpreted, negotiated, and internalized by readers. Such a more comprehensive approach would deepen insight into the relationship between media discourse production and its impacts within both local and global contexts.

This study underscores that agenda-setting in global news extends beyond the question of which issues receive attention to encompass how local media actively engage in negotiating power, morality, and legitimacy within the global public sphere. By foregrounding the interpretive agency of non-Western media, the findings highlight the need to situate agenda-setting processes within broader transnational and cultural contexts, where global narratives are not merely transmitted but are selectively interpreted, rearticulated, and re-embedded in local meaning-making practices.

Declaration of Competing Interest

The authors declare that they have no known competing financial or non-financial interests that could have appeared to influence the work reported in this paper. The authors are fully responsible for the integrity and transparency of the findings presented in this study.

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