

## **A Discourse Analysis Towards News Report of Jakarta Regional Election of 2017 About the Issues of Political Promises in the Campaign on Media Indonesia.com and okezone.com**

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### **Abstract**

*The independence of media is expected to provide balanced, neutral information because it may greatly determine the quality of the ongoing regional election. As the opposite, there is also a possibility in which media is used as a tool to build political power. That is why there is a new phenomenon in which many media owners are involved and even actively participated in politics in Indonesia. Therefore, they emphasize more on using online media to develop their media business. One of the advantages of using online media is that it can provide the new propaganda faster. In addition, as the media is having its power to build the public opinion, they got the power to directly lead the stakeholders to certain political interests. In this study, news report on Media Indonesia.com published and okezone.com was used as the object of study in order to identify the case of regional election in Jakarta about the Issues of Political Promises. This study used a qualitative approach by extension a Critical Discourse Analysis Model of Teun A. Van Dijk. The objective of this study is to analyze and to describe the reporting scheme of political-related matter of regional direct election in Special Capital Region of Jakarta. The results of this study showed that in the scheme for the production of textual discourse, the cognition and the context are intervened by an ideology as its own dimension.*

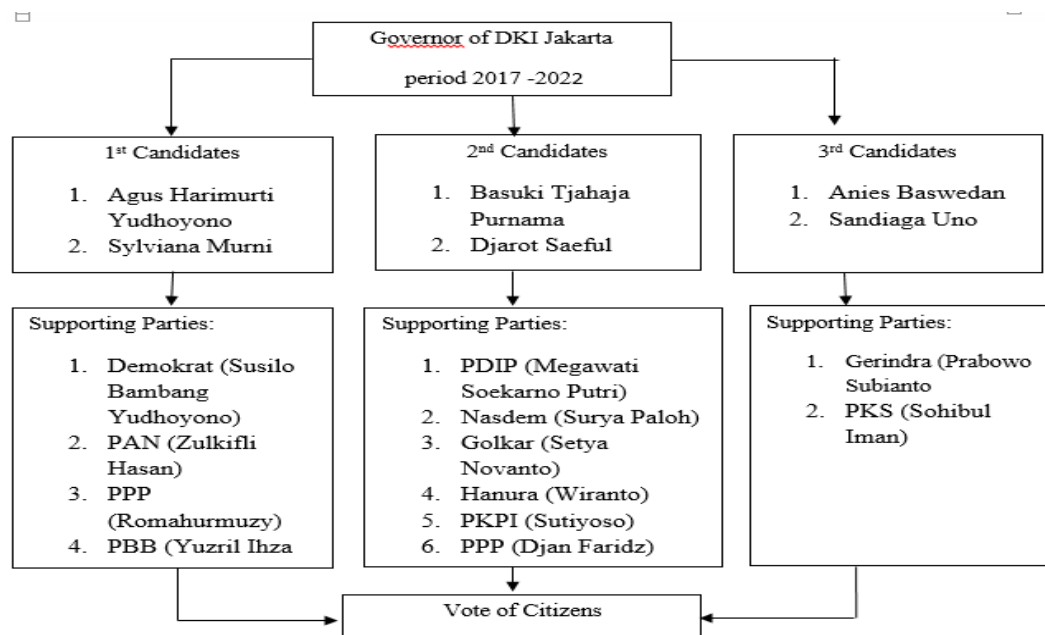
**Keywords:** *critical discourse analysis, political news, media corporation*

### **1. Introduction**

For the production of news, a few recent studies (Tuchman, 1978) (Fishman, 1980) have begun to pay attention to the more detailed production and interpretation processes in the everyday activities of journalists. Daily interactions between journalists, or between journalists and other newsmen such as newsactors, sources, witnesses, or representatives of organizations, need to be further analyzed for their strategies, routine acts, commonsense categories, or other principles of understanding. Detailed observation and analysis is necessary of decision making processes in e. g. editorial meetings, also to make explicit the understanding and the uses of the well-known news value criteria in the selection or the (re-)construction of news events as news items. From our discourse analytical point of view, for instance, it is imperative that we come to know how final news items in the press or on TV are the ultimate results of a complex sequence of text processing stages

The portrait will be repeated, in the contest of Governor Election in DKI Jakarta 2017 has raised three powerful forces to compete. The troops were classified into two challengers and one defender. The two challengers are coming from the duo of Agus Harimurti and Sylviana Murni, as well as Anies Baswedan pairing with Sandiaga Uno, while Basuki Tjahaja Purnama and Djarot Saeful Hidayat are occupying the defender position. The process occurred before the election has been a complex because the electability of the defender duo is high. Lobbying process has been done by the party that

wants to challenge the defender. The three pairs candidates have been appointed to compete on the governor election of Jakarta at 21 September 2016.



**Figure 1: The process occurred before the election**

The process of politics war by the three candidates has left an interesting result for the citizen about the politics issue spread through mass media or social media and official debate program held by General Election Commission (KPU-D) for three times in Jakarta. The problem of politics, economics, social, juristic and culture are assembled to be an opinion given to the public. Public arises as the media sharing the information in a different framing perspective based on what they need to create public opinion.

## 2. Literature Review

### 2.1. Text Product and Ideology

Globally, the political news begins with political events, both those involving organizations and political actors. It also begins with the construction of political reality to form certain meanings and images. First, it depends on the factor of the prevailing mass media system. The making of political discourse in the libertarian media system will be easier to do than authoritarian systems. External factors and internal media also influence the process of making political news. In addition, the device makes its own discourse (Hamad, 2004).

### 2.2. Relevance to Phenomena and Stimulus (A Point of View)

Stimulus is a phenomenon designed to achieve cognitive influences. First point of view can be seen if the phenomenon is relevant to the individual that is where the contextual influences are achieved when in the process is optimally large. Both points of view can be seen if phenomena are relevant to the individual, to where the effort required to optimally process them is small (Sperber & Wilson, 2009).

### 2.3. Discourse Analysis

The discourse analysis is one of the methods to analyze social problems related to social study or humanities. In the research history of discourse analysis, the

approach used is structural by langue and parole prepositioning, a standard idea of Saussurian Structuralism (Saussure, 2005).

#### **2.4. Discourse and Ideology**

Generally, the key question to the Marxist tradition is to know how would mass media stirrup and strengthen the dominant class ideology. It is related to the question of an issue in discourse, or cultural meaning refers to a certain topic and the discourse neutralization appears to be the only news available. Ideology is a difficult concept, which new authors of cultural studies have to follow the theory by Althusser, offers the deterministic perspective of discursive and material function from ideology. Althusser had said that ideology creates culture and audience have few lines to oppose it (Littlejohn, 2011).

#### **2.5. Mass Media and Construction of Reality**

In the framework of forming public opinion, the mass media generally perform three activities at once. First, it uses the political symbols (language of politic). Second, it implements framing strategies. Third, it performs the function of the media agenda (agenda setting function). When these three actions are applied, a media may be influenced by various internal factors in the form of a specific editorial policy concerning a political force, the political interests of media managers, media relations with certain political forces, and external factors such as market pressures of readers or viewers, prevailing political systems and other external forces (Hamad, 2004).

#### **2.6. The Evolution of Critical Discourse Analysis in the World**

The research conducted by titled A Critical Discourse Analysis of the Electoral Talks of Iranian Presidential Candidates in 2013 had said: On Friday, 14 June 2013 one of the most significant events of Iran and the Middle East happened: the presidential election of Iran. The 11th president of Iran started his term on 3rd August 2013. The competition was a competition between two main parties: Principlist and Reformist. This paper studied the speeches of the nominees of these two parties: Mohammad Bagher Ghalibaf and Hassan Ruhani. We selected one of their speeches on their election campaigns and incorporated their statements and stances in the framework of CDA introduced by Norman Fairclough. The results showed that the two nominees took two opposite strands on the same events. They used language as a means of promoting their own social, political, and personal interests and as an effective means for the power struggle (Gowhary et al., 2014).

According to research development of teun van dijk model, it can be concluded that the development of Teun Van Dijk concept, ideology is set to be a new dimension in analyzing text, cognition and context. From the discussion, it can be described that ideology is a separate unit that should stand separately since ideology has intervened in the dimensions of text, cognition and context (Anggoro & Amin, 2018).

Based on the further analysis, the involvement phenomenon of the media industry in a political realm truly exists and real. The function of media is a tool of propaganda by the political elite in building the political desire to a good image and opinion in the eyes of the public (Anggoro & Amin, 2019).

### **3. Methodology**

This study is a qualitative study, besides, this research is also supported by using quantitative data which leads to data processing through SPSS to find out the percentage and comparison between research objects to be descriptive. This study alludes to various disciplines, fields and themes. Under the umbrella of qualitative study, complicated and interrelated concepts and assumptions complete the qualitative study. The sub-theme includes a tradition closely related to positivism, Post Structuralism, and various perspectives or methods. A qualitative study links to cultural studies and interpretive (Denzin & Lincoln, 2009)

## 4. Results

### 4.1. Comparison Data News Publication on Media indonesia.com and okezone.com

The headline publication by mediaindonesia.com in October 2016 – April 2017 for electability and endorsement issue has recorded as much as 88 news. The news reportage of candidate pair by mediaindonesia.com is including the central issue portrayed the momentum of economics, political, social, and cultural situation related to the direct election and activities of the contestants in a democracy battle in Jakarta. From the above description, the hidden message is that mediaindonesia.com tends to support the pair of Basuki and Djarot. It is indicated by the proportion of publication.

**Table 1: The issues certainly are enlivening the publication at okezone.com from October 2016 to April 2017**

| Issue  | Frequency |
|--|-----------|
| The issue of Political Promises on media indonesia.com | 88        |
| The issue of Political Promises on okezone.com         | 48        |
| Total  | 136       |

The media recorded to have 48 news about The issue of Political Promises. The issue of Political Promise has become the full attention for news publication at okezone.com. The positive image framing is directed to the pair of Anies and Sandiaga and only a few for Agus and Sylviana. And not surprisingly, there is no positive image directed to Basuki Tjahya Purnama and Djarot Saeful Hidayat.

From the represented data, it can be concluded that the mediaindonesia.com had a significant tendency to support the political career of Basuki and Djarot. While mediaindonesia.com had circulated some negative news for the other candidates; the company featured no unfavourable news concerning Basuki and Djarot. The political ideology of mediaindonesia.com was supporting the pair in the political war through reputation and opinion framing.

**Table 2: Discourse Analysis of The issue of Political Promises on media indonesi.com and okezone.com**

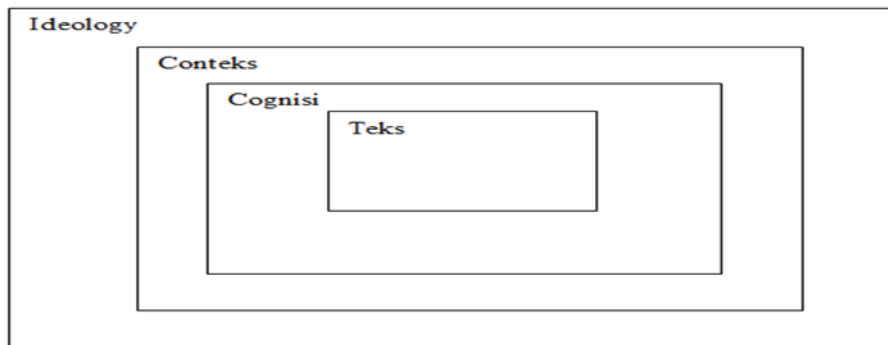
| Structure         | Analysis  |
|-------------------|---|
| <b>A. Text</b>    |   |
| 1. Macrostructure | 1. The results of identification and elaboration of news published by Media Indonesia.com and okezone.com Related to above title and report content contains the theme concerning of The issue of Political Promises of candidate number 1, Agus Yudhoyono and Sylviana Murni in facing the first round of elections. |

|                            |   |
|----------------------------|---|
|                            | <p>2. The results of identification and elaboration of news published by Media Indonesia.com and okezone.com Related to above title and report content contains the theme concerning of The issue of Political Promises of candidate number 2, Basuki Tjahya Purnama and Djarot Saiful Hidayat.</p> <p>3. The results of identification and elaboration of news published by Media Indonesia.com and okezone.com Related to above title and report content contains the theme concerning of The issue of Political Promises of candidate number 3, Anies Rasyid baswedan and Sandiaga salahudin Uno</p>   |
| 2. Superstructure          | <p>The result of identification and elaboration on the news published by Media Indonesia.com and okezone.com emphasizes on the scheme of news title and content informing about the condition of electability position about The issue of Political Promises of Agus Yudhoyono and Syviana Murni, Basuki Tjahya Purnama and Djarot Saeful Hidayat, Anies rasyid Baswedan and Sandiaga Uno the condition of candidate's supporters, and the campaign promises have been given. In this case, news content is analyzed by using an inverted pyramid scheme. For the leads, or the opening paragraph of a news, it depicts the passive progressive of the candidate's electability and the supporters' solidarity, the criticism towards Ahok's performance, and the political promises given. For body of the news, the supporting information, chronologies and supplementary data are written by quoting statements from the informants or sources informing the answers of the emerging issues as well as the undertaken work plans.</p> |
| 3. Microstructure          | <p>The results of semantic, syntactic, stylistic and rhetorical analysis mostly use parallelism and repetition. Parallelism is a language style in the form of alignment between phrases that occupy the same function, while repetition is a language style in the form of repetition of a word or group of words. In addition, the rhetoric language that is mostly used is deliberative rhetoric, which focuses on what will happen later when a current policy applies.</p>   |
| <b>B. Social cognition</b> | <p>1. The reporters and editorials of Media Indonesia.com are incorporated in Media Group. Media Group itself consists of Media Indonesia, Media Indonesia.com, Lampung Post, Borneo News, Priority Tabloid, and Metro TV. The owner of the Media Group is Surya Paloh, who is also chairman of the Nasdem party.</p> <p>2. The okezone.com is an entity from MNC Group owned by CEO Hary Tanoesoedibjo, a general chairman of the Perindo party and supporter for Anies Baswedan and Sandiaga Uno.</p>   |
| <b>C. Social context</b>   | <p>The news report by Media Indonesia.com and</p>   |

|  |  |
|--|--|
|  | <p>okezone.com on the candidate's electability and support are based on the occurrence of these three events:</p> <ol style="list-style-type: none"><li>1. The first event is the guerilla forum (<i>blusukan/unannounced visit</i>) to the electoral districts</li><li>2. The second event is the blasphemy phenomenon.</li><li>3. The absence of candidate number 1 in a debate forum organized by one of the private TV stations.</li></ol> |
|--|--|

#### 4.2. Theoretical Analysis

In a content analysis of news reporting especially for politic in the recent political economy will have news construction as identification plot. The contribution of media in the Governor Election in Jakarta 2017 is visible. Parties believe that press is not independent and not neutral but to answer that is much difficult because not many theories had proved the bias of media in the news production. That way, a new instrument for a sharp tool is needed to analyze the media strategy when it is doing the news production for political purpose. The devices consist of ideology, context, cognition, and text.



**Figure 2: A new instrument for a sharp tool to analyze the media strategy**

Ideology is considered as direction, the shape of political prominence or support from media to one of the candidate, while context means as issues brought by media in the production. Cognition is a condition or system inside the media that acting as the principal in news production. The text is the product consisting of the message need to deliver to the public that in line with the point of view of the corporation.

#### 4.3. Interpretation of Media Condition

Based on the further analysis, the involvement phenomenon of the media industry in a political realm truly exists and real. The function of media is a tool of propaganda by the political elite in building the political desire to a good image and opinion in the eyes of the public. The mediaindonesia.com has priority to win the Ahok-Djarot pair. In contrast to that, okezone.com has the urge to bring Anies-Sandiaga pair to the chair of Governor in DKI Jakarta 2017-2022.

The pattern is to play and manage events into issues that will produce an image or reputation for the pair of candidates who are supported. The mediaindonesia.com in every news production carried out, gave a positive label to the pair Basuki Tjahaja Purnama and Djarot Saeful Hidayat. Never even though in the news giving a negative label or image to the pair. Whereas for the pair Agus Harimurti Yudhoyono

and Sylviana Murni and Anies Rasyid Baswedan and Sandiaga Salahudin Uno dominated by negative reporting.

For each news production conducted by okezone.com, giving a real label or image to the pair Agus Harimurti Yudhoyono - Sylviana Murni and Anies Rasyid Baswedan - Sandiaga Salahudin Uno, but the dominance of the percentage of news coverage was directed at supporting the couple Anies Rasyid Baswedan and Sandiaga Salahudin Uno. As for the pair Basuki Tjahaja Purnama and Djarot Saeful Hidayat, all the news publications were labeled with negative images.

The media battle scheme that took place at okezone.com was more aggressive in forming a negative image for its political opponents, namely for the pair Basuki Tjahaja Purnama and Djarot Saeful Hidayat. Meanwhile, the battle at mediaindonesia.com is not so aggressive in providing a negative image for its political opponents; this is evident from the positive image that is still labeled with its political opponents namely the pair Agus Harimurti Yudhoyono - Sylviana Murni and Anies Rasyid Baswedan - Sandiaga Salahudin Uno.

## 5. Conclusion

From the description given, the conclusion that can be drawn are covering two concerns, the meaning of news and concept development that is explained as, in the development of Teun Van Dijk concept, ideology is set to be a new dimension in analyzing Text, Cognition and Context. From the discussion, it can be described that ideology is a separate unit that should stand separately since ideology has intervened in the dimensions of text, cognition and context.

For additional investigation, the exploration components can be extended to other impact factors as proposed by Zolkifeli and Amin (2019), Zolkifeli and Amin (2018) that shows social capital and emotional wellness has contributed 57 percent towards personal satisfaction. Amirah et al. (2013) has directed an exploration about security culture in battling word related wellbeing and medical issues in the Malaysian assembling divisions. Later on, components of media can be utilized in different segments.

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