

## DISCOURSE OF AIRLANGGA HARTANTO AS PRESIDENTIAL CANDIDATE 2024 IN “KORAN TEMPO” DIGITAL NEWSPAPER ON OCTOBER 22, 2021 EDITION

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### ABSTRACT

Ahead of the 2024 Presidential and Vice-Presidential Elections, political parties will begin to raise their respective candidates, supported by survey results regarding the electability of candidates. This effort became part of the media coverage, one of which was Koran Tempo. Airlangga Hartanto, who is now the General Chair of the Golkar Party, was also one of the presidential candidates in the survey that was used for media coverage. The interesting thing is that rankings in survey results always occupy the bottom position. However, by Koran Tempo, AHA, the acronym for Airlangga Hartanto, became a special coverage for the October 22, 2021 edition. The interesting thing is what kind of discourse is presented by Koran Tempo in that special coverage. This research used economic political media and media representation theory. The purpose of this study is to find out the discourse of Airlangga Hartanto for the 2024 presidential candidate in the Tempo newspaper. This research used a constructivist paradigm and qualitative content analysis method with a qualitative approach and focused on linguistic practices or expressions of language use in media texts according to Van Dijk's discourse analysis. Data collection techniques used observation of news texts. The results of Airlangga Hartanto's discourse as a candidate for the 2024 presidential candidate in the Tempo newspaper are: three major news topics of the Tempo newspaper showed Airlangga Hartanto, Chairman of Golkar as a candidate for the 2024 presidential candidate. Tempo newspapers give some accents and protrusions to the headlines. There have been repeated mentions of Airlangga as a candidate for the 2024 presidential candidate on all three news topics. It showed the identity of the senior position as Chairman of the Golkar Party and Coordinating Minister for Economic Affairs and has concern for MSME business actors, and performs well as a Coordinating Minister who can increase economic growth in the MSME sector. It is depicted that AHA is religious people who are involved in religious activities in the mosque with NU figures.

**Keywords:** *discourse, digital newspapers, figures, politics*

## INTRODUCTION

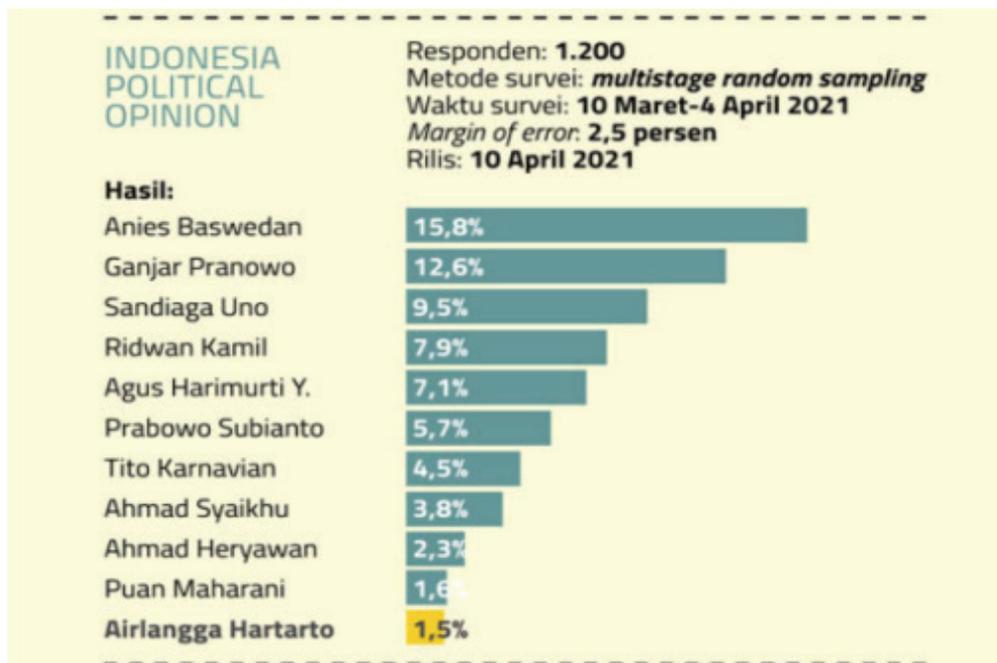
Ahead of the 2024 Presidential and Vice-Presidential Elections, political parties will begin to raise their respective candidates, supported by survey results regarding the electability of candidates. This effort became part of the media coverage, one of which was Koran Tempo. Airlangga Hartarto, who is now the General Chair of the Golkar Party, was also one of the presidential candidates in the survey that was used for media coverage. The interesting thing is that rankings in survey results always occupy the bottom position. However, by Koran Tempo, AHA, the acronym for Airlangga Hartarto, became a special coverage for the October 22, 2021 edition. The interesting thing is what kind of discourse is presented by Koran Tempo in that special coverage. Several individuals who were proclaimed and “predicted” by some political observers and survey agencies as candidates for the 2024 presidential candidate appeared in mass media news reports. Those who were invited included Minister of Defense Prabowo Subianto, Governor of Central Java Ganjar Pranowo, Governor of DKI Anies Baswedan and *Menparekraf* Sandiaga Uno and also Coordinating Minister for the Economy Airlangga Hartarto.

According to several Political Survey Institutes such as the Index Research released by *detik.com* on October 08, 2021, it shows Airlangga’s position is at the bottom with a gain of 1.3% still below Puan Maharani which is just above it with a figure of 1.5%. While the top order is occupied by Ganjar Pranowo 17.5% and Prabowo Subianto 17.1% while in third place Ridwan Kamil 13.8% and followed by Anies Baswedan in fourth position at 7.5%.

The political discourse of presidential candidates for several political figures is included in several mainstream media such as Tempo newspapers, Kompas, and social media. The headline page of the Tempo digital newspaper on June 08, 2021, published the results of a survey of several political figures that were displayed by observers who were “predicted” and “championed” as candidates for the 2024 presidential candidate. The results of a survey of Indikator Politik Indonesia that show the level of electability of several political figures who are “championed” as presidential candidates in the 2024 elections are in accordance with the table of survey results below;



Figure 1 – The Indikator Politik Indonesia survey result



**Figure 2 – The Indonesia Political Opinion survey result**

The results of surveys of several survey institutions related to the electability level of Airlangga Hartarto as a presidential candidate released by several mainstream mass media of Tempo newspapers and detik.com, including Indikator Politik Indonesia (1%), Indonesia Political Opinion (1.5%), Index Research (1.3%), Grassroots Strategic Consulting (3.83%) and Saiful Mujani Research Consulting (SMRC) placed Airlangga’s position at the bottom with 0.5% in the position as an individual presidential candidate. The results of the survey made by SMRC released by detik.com on April 14, 2022 edition, by simulating the pair of the presidential candidates and vice presidential candidates of Airlangga – Ganjar, obtained (22.6%) while the Ganjar – Airlangga simulation obtained (28.5%) was second above Prabowo-Puan.

The reality of a politician’s political discourse in the mainstream mass media, both representing individuals and those affiliated with a party, will always attract the interest of the public. This is due to the fact that political activities and political parties always involve their audiences. As well as the political discourse of Airlangga Hartarto as chairman of Golkar which will be carried by his party as a candidate for the 2024 presidential candidate. Airlangga’s candidacy plan is being discussed by many political observers because of its low electability rate.

Digital newspaper Koran Tempo paid attention to report the figure of Airlangga as a presidential candidate in 2024 published on October 22, 2021 (<https://koran.tempo.co/edisi/7838/2021-10-22/seni>). The big theme of the headline is “Gerilya Airlangga Menuju Laga” which is presented in several topics including, (1) *Senyum 150 Ribu Paman AHA*, (2) *Satu Suara Dukung Airlangga*, and (3) *Panggung Airlangga Mengerek Elektabilitas*.

The reporting of an event by the mass media goes through a multi-layered process ranging from field journalists to editorial processes such as gatekeepers or goalkeepers that determine whether an event has news value and is worthy of being published to an audience or not(?), as Nasrullah (2020: 86) revealed. In line with the above assumptions, Hamad (2010: 32-34) in his book “Communication as a Discourse” reveals that communication is a process of constructing reality as it contains the development of discourse. Based on the

research he conducted on several mainstream mass media, it was concluded that all political reporting in newspapers is a discourse constructed by media crews according to the interests of the party and the media.



**Figure 3 Homepage Koran Tempo October 22, 2021**

The construction of media reality expressed by the communication experts above (Hamad and Nasrullah) and Eriyanto (2013) cited in Nasrullah (2020: 91) reveals the reason for writing a news story, one of which is that news is a series of several events raised in news texts and basically journalists have logic and storylines that want to be conveyed to the audience. In the perspective of media construction above, discourse analysis appears in an important position to be able to express the motives and meaning behind the reporting of media texts. As stated by Edmondsin in Fatimah (2017) that discourse is a picture of a structured event embodied in the actions and behaviors of language.

The construction of the reality of media messages relates to the production of messages carried out by media crews in newsrooms. As Wazis (2018:12-13) stated that journalists are construction agents, that is, individuals who do not merely report the facts of events, but as media crews also define the events. This definition is carried out through the grammar of the language so that the journalistic expressions presented to its audience have implications for ethical issues.

The newest discourse analysis research was conducted by Dewi Sad Tanti and released in June- 2022 (Doi: <https://doi.org/10.37826/spektrum.v10i2.323>), entitled "Srikandi Hero in Discourse in Online News Framing Female Ministers of Indonesia. Kompas.com and Republika.com raised the events of the selection of female ministers reported on several on-line news sites. The Female Ministers represented the gender position of Indonesian women who were present in the composition of the ministry as aides to President Jokowi. The framing of female ministers by Kompas.com and Republika.com inaugurated ministers who have previously held the same position. In addition, terms with masculine-feminine nuances are also used by pinning the keyword *Srikandi* for representing Indonesia's Female Minister. Another frame is gender equality in heroines emphasises equality of roles and skills.

Even though the individual is not identical with the role, she still carries out activities in accordance with the measures of the implementation of that role. The typology of roles is a necessary relationship for institutional behaviour, thus roles can be said to be the basic unit of objective institutionalised rules with. This research also used the constructivist paradigm. Similarities with this research are research subjects that are news texts, using qualitative content analysis method and also in paradigm.

Furthermore, Yufarlina et al (2020) conducted a discourse study entitled "Politics of Discourse on the News of the 2019 Presidential Election in online media *vivanews.com*" (DOI: <https://doi.org/10.20885/komunikasi.vol14.iss2.art4>) using critical discourse analysis methods and uncovering linguistic practices that contain dimensions of experiential, relational and expressive values Norman Fairclough. This study is intended to identify forms of the 2019 colloquial language expressions in *vivanews.com* online media, which focuses on word selections, including: (a) value experimentation, (b) relational value, and (c) expressive value. The method used is a critical discourse analysis. Research indicates an optional word on the experimental value of the experimental value found in the 2019 online media *vivanews.com*, where dramatic, powerful, persuasive, and communicative words are used. The wording of a relational value is the use of suggestion, a formal word consisting of a foreign vocabulary, and an informal word as a mixture of local languages, and an expressive value choice is more expressing a negative evaluation word. This study also asserted that the use of language is not neutral, but it has hidden interests. By word choice and news content presented, *vivanews* seemed to expand political support on certain candidates by presenting poorly the opposing candidates.

Depari & McAndrews in Wazis's quotes reveals that the mass media can confirm cultural norms with the information conveyed daily. In addition, the mass media can activate certain behaviours, if the information it conveys is in accordance with their needs. Wazis also explained that the power of the media in choosing and sorting an event to be used as news or newsworthy has an influence on the audience with various perceptions that readers understand.

McQuail (2011:57) in his book "The Theory of Mass Communication" states, "there has been a strong view, that the mass media has an effective power in terms of mass publicity and forming opinions and influencing behaviour. One model of the mass media mentioned by McQuail (2011:77-78) "is a broadcasting model of information in the amount that has been determined by the sender or source. Some of the main characteristics of mass media according to him are" that the mass media is designed to reach many people. Kun Wazis (2018) expressed the opinion of Depari et al (2009), that the media has the power to convey messages through media language, and the media can confirm cultural norms with information every day. In addition, the media can influence and activate certain behaviours, if the information it conveys is in accordance with individual needs and does not conflict with applicable cultural norms".

Aris Badara (2012:10-11) in his book "Discourse Analysis" cites the opinion of Sujiman (1992), that the choice of symbols (language functions), whatever symbols are chosen will affect the meaning that arises. Then the selection of facts to be presented (framing), is seen as a strategy of arranging reality in such a way that discourse is produced. Meanwhile, the formation of the frame itself is based on various internal and external interests of the me-

dia, both technical, economic, political, and ideological, and the willingness to give a place (agenda setting), and provide space or time for a piece of news (agenda setting function).

Meanwhile, Heri Budianto (2018: 29), said that when talking about media representation where representation in the constructionist view is the most appropriate to use because the language constructed by the media in the form of discourse is built and related to the various relationships that surround the media and are complex. Burhan Bungin's view (2014: 209-210) is that in preparing the construction of the social reality of mass media messages, there are three important things that the media prepares, one of which is: the partiality of the mass media to the owners of capital or capitalists. As it is well known that almost all mass media are owned by capitalists who use the media as capital forces that make money and profit in the multiplication of capital.

The notion of discourse is a representation of the world or reality. Discourse as a unit of language also represents the state of the world and all its events Mulyana (2021:47). Discourse also describes a structured event embodied in language behaviour that contains meaning (semantics), which is quoted from Edmonsin (1981: 4) in Fatimah (2017). In line with the assumption of constructivism that views language as a tool of control as quoted by Eriyanto (2011) from Hikam, the subject has the ability to exercise control over certain intentions in each discourse. In this paradigm, Airlangga's discourse as a presidential candidate in the Tempo newspaper should not be understood as just ordinary news writing but has a certain meaning and purpose to be expressed to the public.

According to Nurlaksana Rusminto (2020), exposition discourse is a discourse whose main purpose is to tell, explore, describe or explain something, usually the problem that is communicated is mainly in the form of information.

The definition of discourse according to Nurlaksana Rusminto (2020: 12) is the use of language in communication, both orally and in writing. In other words, discourse is one of the elements or elements of communication that form and describe a communication message, either verbal or written. To understand the relationship between the two, it is necessary to understand exactly the meaning of discourse and what is the role of the mass media, and its relationship to the use of discourse.

Mulyana (2020: 8) also explained the meaning of discourse according to linguists, among them those quoted from Moeliono, saying that discourse is a series of related sentences, which connect one proposition with another in the unity of meaning. Meanwhile, Tarigan who is also quoted in Mulyana (2020: 8), suggests that discourse is the most complete unit of language, higher than clauses and sentences, has good grammatical cohesion and coherence, has a clear and continuous beginning and end, can be conveyed orally and in writing.

Wahyono (2018: 30) said that discourse descriptions are not only related to language users, but also other dimensions, namely the study of discourse as a communication process or form of social interaction as well as ways of using language, communication and interaction related to social contexts.

## **METHODOLOGY**

This research uses a constructivist paradigm. Constructivism considers the subject to be a central factor in the activity of discourse as well as its social relations. Thus, in the view of constructivism, therefore every statement is essentially an act of creation of meaning, that is, the act of self-formation and the expression of the identity of the speaker. Therefore, dis-

course analysis is intended to express or dismantle certain intentions and meanings of the speaker. The disclosure is carried out, among other things, by placing oneself in the position of the speaker with an interpretation following the structure of the meaning of the speaker.

Mulyana (2021:1-2) said that research and discourse analysis are related to the understanding of human actions carried out with language (verbal) and non-language (nonverbal) where language is the main element of the message element in each communication model. Discourse is the object of study and linguistic research that can be traced from various aspects. Furthermore, Mulyana (2021: 4) in his book "Discourse Analysis Methods" reveals the existence of three main factors that need to be the focus in discourse research, namely (1) text, (2) context, (3) text, and context relationships.

The subject of this study is news of Koran Tempo Digital Newspaper on October 22, 2021 edition and the series of other news that contains 3 news related to the main news with a big theme on the cover story "Gerilya Airlangga Menuju Laga" to the three news entitled (1) "Senyum Rp 150 Ribu Paman AHA", (2) "Satu Suara Dukung Airlangga" and (3) "Panggung Airlangga Mengerek Elektabilitas".

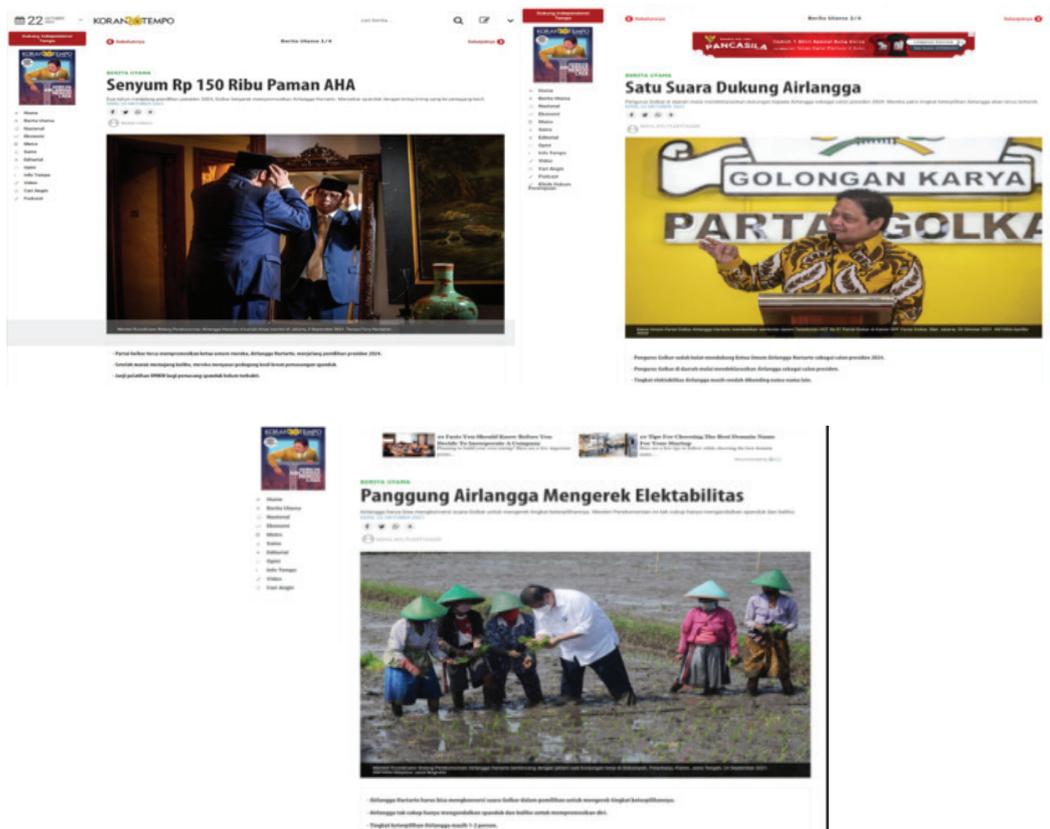


Figure 4 The News

The primary data collection technique was carried out by observing the content of news while the secondary data collection refers to political information from other sources. Data analysis used in this research is Van Dijk's model of discourse analysis. Mulyana (2021:55) and Eriyanto (2009) in their book, both describe approach in a chart text structure according to Van Dijk: Macro Structure: General meaning in the form of a topic or text (is a social context of discourse), Superstructure: Text framework in the form of opening or introduction, content, closing and conclusion, Microstructure: The local meaning of the text seen based

on diction, propositions, sentences, phrases, and images. The structures of the text basically also contain a number of text elements, namely Text Elements according to Van Dijk.

## RESULTS AND DISCUSSION

### Discourse in news 1: *Senyum Rp 150 Ribu Paman AHA*

**Table 1. Analysis of News 1: *Senyum Rp 150 Ribu Paman AHA***

Structure of Texts	Analysis
<b>Macro Structure</b>	Thematic – Title: <i>Senyum 150 Ribu Paman AHA</i>
<b>Superstructure</b>	<p>Schematic – news flow                      Lead text: <i>Dua tahun menjelang pemilihan presiden 2024, Golkar bergerak mempromosikan Airlangga Hartarto. Menyebarkan spanduk dengan iming-iming uang ke pedagang kecil.</i></p> <p>Semantic – meaning                      “Seorang pemuda menyambangi Usnul Hotimah di lapak jus buahnya di depan Alfamidi di Jalan Bojong Depok Baru, Bojonggede, ...”  <i>Usnul, 49 tahun, iya-ya saja saat ditawari ikut program pengembangan usaha mikro, kecil, menengah (UMKM) dari tim Airlangga.... Nama programnya UMKM usAHA—tiga huruf terakhir merupakan akronim Airlangga Hartarto—dan ada iming-iming bantuan usaha</i>                      “... iming-iming uang ke pedagang kecil”                      “Firman Soebagyo, juga Ketua DPP Golkar, mengatakan tebar spanduk itu merupakan bagian dari upaya sosialisasi kerja Airlangga. “Karena ketua umum kami ini menteri, harus sosialisasi apa yang dicapai,” ujarnya. “Agar tidak membeli kucing dalam karung. Tiba-tiba nyalon, tapi enggak tahu kerja apa.”                      “Firman, mengatakan poster Airlangga di pedagang kaki lima ataupun di rumah pelaku usaha kecil tersebut menandakan mereka telah mengikuti pelatihan kewirausahaan yang digelar partai beringin. Dia mengklaim pelapak sendiri yang memasang gambar ketua umum mereka itu”.</p>
<b>Microstructure</b>	<p>Sintaxis– sentence form                      Pengungkapan nama subjek Usnul – pedagang lapak 15 kali beberapa diantaranya ;                      “Usnul, 49 tahun, iya-ya saja saat ditawari ikut program pengembangan usaha mikro, kecil, menengah (UMKM)..”                      “Terus didaftarkan dan masuk grup WhatsApp,” kata Usnul”.                      “..hari berikutnya, Usnul diminta ikut Zoom Meeting. Pesertanya, kata Usnul tanpa sempat menghitung, banyak.”                      “..Andi kembali menyambangi lapak Usnul..”                      “...ujar Usnul, yang tidak ngeh soal pemilihan presiden.”                      “...kerabatnya kerap bertanya perihal alasan Usnul memajang spanduk...”                      “Saya tetap pasang karena tidak enak saja,” kata Usnul.                      Repetisi subjek1: <i>Airlangga Hartarto</i> sebanyak 21 kali , Repetisi subjek2: <i>Usnul</i> 14 kali                      ... pemuda itu mengaku sebagai anggota tim <i>Airlangga Hartarto</i>. ..Nama programnya <i>UMKM usAHA—tiga huruf terakhir merupakan akronim Airlangga Hartarto...</i>                      Ada janji Rp 250 ribu jika Usnul menyebarkan seluruh goodiebag bertulisan <i>Airlangga Hartarto 2024</i> itu.</p>

<p><b>Microstructure</b></p>	<p><i>Di Surabaya, foto Airlangga yang sama-sama berpose tangan mengepal juga bertebaran di lapak pedagang kecil. Airlangga memajang panggilan Paman AHA..</i>  <i>"..Arif Fathoni, mengatakan poster Airlangga di pedagang kaki lima..."</i>  <i>"..Ace Hasan Syadzily, mengatakan ada sekitar 25 ribu spanduk Airlangga yang disebar pedagang kecil di berbagai daerah di Jawa."</i>  <i>"..tebar spanduk itu merupakan bagian dari upaya sosialisasi kerja Airlangga."</i>  <i>"Karena ketua umum kami ini menteri, harus sosialisasi apa yang dicapai," ujarnya. "Agar tidak membeli kucing dalam karung. Tiba-tiba nyalon, tapi enggak tahu kerja apa."</i></p>
	<p>Stylistic– narrative style                  Judul :<i>"Senyum 150 ribu Paman AHA"</i>                  Teras : <i>"Dua tahun menjelang pemilihan presiden 2024, Golkar bergerak mempromosikan Airlangga Hartarto. Menyebarkan spanduk dengan iming-iming uang ke pedagang kecil."</i>                  Badan teks; <i>"Seorang pemuda menyambangi Usnul Hotimah di lapak jus buahnya di depan Alfamidi di Jalan Bojong Depok Baru, Bojonggede, pada pertengahan September lalu. Memperkenalkan diri sebagai Andi, pemuda itu mengaku sebagai anggota tim <u>Airlangga Hartarto</u>. ...<sup>2</sup>Usnul, 49 tahun, iya-ya saja saat ditawari ikut program pengembangan usaha mikro, kecil, menengah (UMKM).."</i>  <i>"..Pesertanya, kata Usnul tanpa sempat menghitung, banyak."</i></p>
<p><b>Microstructure</b></p>	<p>Rhetorical  <i>"Karena ketua umum kami ini menteri, harus sosialisasi apa yang dicapai," ujarnya. "Agar tidak membeli kucing dalam karung. Tiba-tiba nyalon, tapi enggak tahu kerja apa".</i>                  Arif Fathoni, mengatakan poster Airlangga di pedagang kaki lima .... menandakan mereka telah mengikuti pelatihan kewirausahaan yang digelar partai beringin. Dia mengklaim pelapak sendiri yang memasang gambar ketua umum mereka itu."                  "Dia tak menampik penyebaran gambar tersebut bagian dari kampanye menuju pemilihan presiden 2024. "Itu wajar untuk menunjukkan dukungan. Kan, katanya enggak boleh asal pasang spanduk. Harus kerja-kerja nyata," kata Wakil Ketua Komisi VII DPR itu."</p>

**Source: Researcher analysis, (2022)**

Analysis in Van Dijk's discourse analysis for the title "*Senyum Rp 150 Ribu Paman AHA*". News title sentences are written in the style of euphemism or satirical language and have figurative meanings as well as anecdotes or jokes. The figurative sentence, which is anecdotal in style, is intended to hint to the reader's audience that, 'AHA's smile is labelled 150 thousand rupiahs'. News flows the 'schematic' flow of writing motivated by the events of a conversation between an envoy of the Airlangga team and small traders in his stall who offered to help UMKM (MSME). There are two points of mind for the flow of news text discourse: first, the introduction of the usAHA of MSME assistance program to small traders. Second, the disclosure of the identity of the figure of AHA – Airlangga Hartarto for socialisation. The predicate of the Coordinating Minister for Economic Affairs and MSMEs and the sentence 'there is a lure of monetary assistance...' has an attachment of 'cohesion' and coherence with others. The political imagery is needed by Airlangga in order to get a large portion of the electorate of MSMEs and impress the populist attitude of a political figure.

The sentence "... the lure of money to small merchants" on the lead of the news and the sentence "there is a lure of business assistance money" on the body of the text. The constructed narrative writing style directs the reader that AHA and Golkar have a special concern for small traders or small and micro-medium enterprises 'MSMEs'. Is that the case? remains to be studied further. Predicate of the Coordinating Minister for Economic Affairs and MSMEs and the sentence 'there is a lure of monetary assistance...' has an attachment of 'cohesion' and coherence with others. The political imagery is needed by Airlangga in order to get a large portion of the electorate of MSMEs and impress the populist attitude of a political figure. Arif Fathoni said the posters of Airlangga at street vendors or in the homes of small business actors indicated that they had attended an entrepreneurship training held by the Banyan Party. He claimed it was the whistle-blower himself who put up the image of their chairman". It is impressive or implies that all the street vendors displaying the AHA and Golkar banners are members and sympathisers and even loyal supporters who will voluntarily support Airlangga.

In Tempo newspaper topic "*Senyum Rp 150 Ribu Paman AHA*", there are several subjects and objects that are the same in the news ranging from the title, news lead, and news content explicitly expressed by the news writer and editor of Tempo newspaper, namely AHA -Airlangga Hartarto (21 times), Usnul (15 times), Andi (7 times), Firman (3 times), and several other subjects. The disclosure of the subjects and objects of the AHA is 21 times evidence that it is the central figure of the news constructed by the media.

The dominant style of language found in the discourse of the news text of the Tempo newspaper "*Senyum Rp 150 Ribu Paman AHA*" which can be observed starting from the topic is an unofficial language style and nuanced style of popular language according to the 'schematic' flow of the news text with the writing of narrative discourses and word choices that tell the chronology of daily events and conversations of the figures involved in its reporting. Aimed at the people or the general readership and the public of all groups to be able to recognize the figure of the AHA as a candidate for the 2024 presidential candidate.

Rhetorical in news such as, "Since our chairman is a minister, we have to socialise what is achieved," he said. "So as not to buy a cat in a sack. Suddenly he "*nyalon*", but I do not know what it works for". The disclosure of the sentences of Airlangga's work dissemination efforts and what was achieved is a rhetorical statement to convince the reader's audience that the AHA is a politician who has work achievements in the cabinet and has the capability and capacity as a potential candidate for the 2024 presidential candidate. The appearance of four large photo images containing a photo of Airlangga's figure is like a political platform advertisement that is indeed constructed or designed and placed graphically on the text page of the Tempo newspaper news to be recognized by the audience of readers and the public.

## Discourse in News 2: *Satu Suara Dukung Airlangga*

**Table 2. Analysis of News 2: *Satu Suara Dukung Airlangga***

Structure of Texts	Analysis
<b>Macro Structure</b>	Thematic – Title:Topik berita " <i>Satu Suara Dukung Airlangga</i> "

<p><b>Superstructure</b></p>	<p>Schematic – news flow  <i>Pengurus Golkar di daerah mulai mendeklarasikan dukungan kepada Airlangga sebagai calon presiden 2024. Mereka yakin tingkat keterpilihan Airlangga akan terus terkerek.</i></p>
<p><b>Microstructure</b></p>	<p>Semantic – meaning  <i>"Satu Suara Dukung Airlangga"</i>  <i>"Ketua Bidang Penghubung DPP...Firman Soebagyo, mengklaim bahwa seluruh jajaran pengurus partainya sudah bulat mengusung Ketua Umum Airlangga Hartarto sebagai calon presiden 2024.</i>  <i>"Doli mengklaim hingga saat ini tanggapan masyarakat terhadap Golkar ataupun Airlangga cukup positif."</i>  <i>Keputusan itu diambil dalam musyawarah nasional Golkar pada 2019 dan hingga saat ini belum berubah.</i>  <i>"Suara Golkar solid," kata Firman kepada Tempo.</i>  <i>"..Airlangga merupakan sosialisasi Golkar terbaik yang bisa diusung menjadi calon presiden."</i>  <i>Airlangga memiliki kemampuan mendongkrak iklim investasi dan perekonomian selama masa pandemi Covid-19.</i>  <i>Airlangga juga kompeten dalam membina para pelaku usaha mikro, kecil, dan menengah.</i>  <i>"...Kerja berat seperti inilah yang harus disosialisasi," ujarnya.</i>  <i>"Doli menilai Airlangga merupakan kader terbaik partainya."</i>  <i>Anak Hartarto Sastrosoenarto—Menteri Perindustrian pada era Presiden Soeharto—itu dianggap memiliki pengalaman mumpuni di bidang politik dan birokrasi.</i>  <i>"Karena Pak Airlangga kader terbaik, maka yang terbaik itulah yang kami persembahkan ke bangsa dan negara sebagai calon presiden,"</i></p> <hr/> <p>Sintaxis– sentence form  <i>"Satu Suara Dukung Airlangga"</i>  <i>Pengungkapan: Nama Airlangga Hartarto ..diungkap 31 kali sudah bulat mengusung Ketua Umum Airlangga Hartarto sebagai calon presiden 2024.</i>  <i>Nama Airlangga Hartarto ..</i>  <i>Airlangga Hartarto sebagai calon presiden 2024. (10kali)</i>  <i>"Suara Golkar solid," kata Firman kepada Tempo, kemarin."</i></p>
<p><b>Microstructure</b></p>	<p>Stylistic– narrative style  <i>"Suara Golkar solid," kata Firman kepada Tempo, kemarin".</i>  <i>"Kerja berat seperti inilah yang harus disosialisasi," ujarnya"</i>  <i>"Menurut Firman, hasil kerja Airlangga sebagai Menteri Koordinator Perekonomian menjadi nilai jual yang perlu dipublikasikan.."</i>  <i>"Doli mengklaim hingga saat ini tanggapan masyarakat terhadap Golkar ataupun Airlangga cukup positif. Ia juga optimistis tingkat keterpilihan Airlangga akan terus merangkak.."</i></p> <hr/> <p>Rhetorical  <i>Title: "Satu Suara Dukung Airlangga",</i>  <i>Paragraph: "Karena Pak Airlangga kader terbaik, maka yang terbaik itulah yang kami persembahkan ke bangsa dan negara sebagai calon presiden," kata Doli.</i>  <i>"Senada dengan Doli, Ketua DPP Golkar, Ace Hasan Syadzily, mengatakan ketua umumnya memiliki kapasitas memadai untuk diusung menjadi calon presiden 2024.</i>  <i>Frasa – "...memadai untuk diusung dan .."</i>  <i>Frasa – "...layak untuk dicalonkan menjadi presiden.. "</i></p>

**Source: Researcher analysis, (2022)**

Analysis in Van Dijk's discourse analysis for the title "*Satu Suara Dukung Airlangga*" is written in a news sentence or statement to announce a statement, it is an attempt to declare a decision of support for Airlangga's candidacy as a candidate for the 2024 president. The 'schematic' flow of writing the news discourse "*Satu Suara Dukung Airlangga*" is characterized by an essay that has the aim of presenting information and events to the audience of its readers. The composition of the writing contains the presentation of opinions and statements of party elites and figures of Golkar party cadres in the DPP and others. Quotes of opinions or opinions of party elites already start from the first paragraph to the closing paragraph which shows the central position of the media reporting figure is Airlangga. The point of thought or content of support is the statement of the word in the second paragraph of the Tempo news text discourse. Firman said Airlangga is the best Golkar socialisation that can be carried out as a presidential candidate."

Micro structure, semantics, there are meaning "*Satu Suara Dukung Airlangga*" its means "One Vote Supports Airlangga" is a sentence the political statement declaring support for the Chairman of the Golkar Party is a news source deliberately written and constructed as a message of the mainstream mass media of the Tempo newspaper to increase electability. A news topic which is the second part of the news that has coherence with the text of the news on the first page with the title "Smiles of 150 Thousand Uncles AHA". For example, the statement of Firman Soebagyo, also chairman of the Golkar DPP that the banner was part of Airlangga's work socialisation efforts. "Since our chairman is a minister, we have to socialise what is achieved," he said. "So as not to buy a cat in a sack. It's suddenly "*nyalon*", but we don't know what to do." A similar statement by the same subject is also repeated in the body of the second page of the news text "One Voice" in the first paragraph, the statement "claim", means stating a definite decision that all elements of the party have unanimously supported Airlangga's candidacy.

About syntax, there are several subjects and objects that are the same in the news ranging from the title, news lead, and news content explicitly expressed the disclosure of the subject 21 times on the topic before and 31 times on the second topic is evidence that Airlangga is a centrally positioned figure in the news constructed by the Tempo newspaper media to be published. The two topics have a relationship in structure and meaning and have one goal, namely, socialising Airlangga as a candidate for the 2024 presidential election. About stylistics, the dominant style of language used in the discourse of the Tempo newspaper news text is the style of writing an opposition with phrases and sentences of statements or declarative aimed at providing information to the public. The purpose of the news discourse is to state and socialise to the public that Airlangga deserves to be carried as the 2024 presidential candidate.

The rhetorical, phrases and sentences that use the rhetorical style of language written by the speaker of the discourse, i.e. the journalist of the Tempo newspaper and quoted in the next paragraph, i.e. the sixth paragraph spoken by the same person as quoted below; "Because Mr. Airlangga is the best cadre, then the best is what we dedicate to the nation and the country as a presidential candidate," said Doli. A phrase similar to the same style of rhetoric, quoted by the news writer in paragraph nine as follows; "In line with Doli, the Chairman of the Golkar DPP, Ace Hasan Syadzily, said the chairman generally has sufficient capacity to be carried as a candidate for the 2024 presidency. The phrase – adequate to carry and the phrase – worthy of being nominated for president – is a qualitative statement

that is difficult to prove true until Airlangga has been legally registered with the KPU as a presidential candidate who still needs a long way to go and a struggle that is not easy to go.

**Discourse in News 3: *Panggung Airlangga Mengerek Elektabilitas***

**Table 3. Analysis of News 3: *Panggung Airlangga Mengerek Elektabilitas***

Structure of Texts	Analysis
Macro Structure	Thematic – Title: : <i>"Panggung Airlangga Mengerek Elektabilitas"</i> .
Superstructure	Schematic – news flow lead text: <i>"Airlangga harus bisa mengkonversi suara Golkar untuk mengerek tingkat keterpilihannya. Menteri Perekonomian ini tak cukup hanya mengandalkan spanduk dan baliho."</i>
Microstructure	Semantic – meaning Klausa topik ; <i>"Panggung Airlangga Mengerek Elektabilitas"</i> <i>"Direktur Eksekutif Parameter Politik Indonesia, Adi Prayitno, mengatakan rendahnya elektabilitas..."</i> <i>"...keterlambatan mempromosikan diri menjadi calon presiden ini menjadi tantangan tersendiri bagi Airlangga dan pendukungnya."</i> <i>Airlangga sesungguhnya memiliki panggung sebagai menteri untuk meningkatkan elektabilitasnya.</i> <i>"..Adi menganggap Airlangga memiliki bekal yang realistis, yaitu sebagai Ketua Umum Golkar dan Menteri Perekonomian."</i> <i>"..la menilai Airlangga berpeluang besar mengerek popularitas dan elektabilitasnya karena posisinya sebagai Menteri Perekonomian."</i>
	Sintaccis– sentence form Repetisi subjek "...yaitu Airlangga Hartarto (36 kali), Repetisi frasa predikat 'menteri koordinator' (9 kali) <i>Tingkat keterpilihan Ketua Umum partai Golkar Airlangga Hartarto .. "</i> <i>"..Adi Prayitno, mengatakan rendahnya elektabilitas Airlangga..."</i> <i>"Sesuai dengan hasil sigi sejumlah lembaga survei..."</i> <i>"Hasil survei Charta Politika pada bulan yang sama menunjukkan angka keterpilihan ..."</i> <i>"...Mereka mensosialisasi program dan hasil kerja Airlangga. "Memang partai melakukan upaya-upaya untuk sosialisasi," kata Firman..."</i>
	Sintaccis– sentence form Repetisi subjek "...yaitu Airlangga Hartarto (36 kali), Repetisi frasa predikat 'menteri koordinator' (9 kali) <i>Tingkat keterpilihan Ketua Umum partai Golkar Airlangga Hartarto .. "</i> <i>"..Adi Prayitno, mengatakan rendahnya elektabilitas Airlangga..."</i> <i>"Sesuai dengan hasil sigi sejumlah lembaga survei..."</i> <i>"Hasil survei Charta Politika pada bulan yang sama menunjukkan angka keterpilihan ..."</i> <i>"...Mereka mensosialisasi program dan hasil kerja Airlangga. "Memang partai melakukan upaya-upaya untuk sosialisasi," kata Firman..."</i>
	Stylistic– narrative style <i>"..Adi menganggap..."</i> <i>"...Kurnia Syah, menganggap elektabilitas..."</i> <i>"...Pangi berpendapat..."</i> <i>"...mengatakan Airlangga sesungguhnya memiliki panggung..."</i> <i>"la mengatakan cara untuk menaikkan..."</i>

<p>Microstructure</p>	<p>Rhetorical</p> <p><i>"Meski demikian, Adi menganggap Airlangga memiliki bekal yang realistis, yaitu sebagai Ketua Umum Golkar dan Menteri Perekonomian. Pada Pemilu 2019, Airlangga sebagai ketua umum mampu membawa Golkar meraih suara terbanyak kedua, yaitu 12,3 persen..."</i></p> <p><i>"... tingkat keterpilihan Airlangga bisa saja sejalan dengan suara Golkar dalam pemilu mendatang.</i></p> <p><i>"Tapi Golkar harus solid hingga 2024 agar peluang Airlangga mendulang suara semakin terbuka"</i></p>
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**Source: Researcher analysis, (2022)**

Analysis in Van Dijk's discourse analysis for the title *"Panggung Airlangga Mengerek Elektabilitas"* or in English *"The Airlangga Stage Hardens Electability"*. The writing of the topic with compound phrases containing figurative meanings can be understood more clearly by reading the 'lead text' of news lead: *"Airlangga must be able to convert Golkar's voice to reduce the level of electability. It is not enough for the Economy Minister to rely solely on banners and billboards."* The phrases on the topic *"The Stage of Electability"* have a cohesive attachment to the sentence from the news lead containing the main point of mind, which is how to turn the voice of the supporter into the vote of the electorate in the upcoming elections, scraping the degree of electability.

The superstructure, schematic, the flow of writing discourse or schematic writing of news texts starting from the topic and core of the news that becomes the proposition of the discourse of media texts containing the opinions and statements of some political observers and survey agencies. Opinions and statements that are the result of interviews of Tempo journalists and several sources were revealed from the first paragraph to the last paragraph of the discourse of the text of the news. The flow of news and the content of media texts still focus on the same figures as the two previous topics, namely Airlangga Hartarto or AHA, Chairman of Golkar and Coordinating Minister for Economic Affairs. Tempo revealed by repetition 36 times the name of the figure who became the centre of the news, namely Airlangga. Micro structure, semantic, *"The Airlangga Stage Hardens Electability"* a compound phrase that contains allusions to enhance electability. The first phrase 'Airlangga stage' is an allusion that has a lexical meaning as a place where people stage or play skits. The use of the word 'stage' would describe a political actor Airlangga performing a role on stage, occupying a position that is witnessed by a large audience. The second phrase 'scraping electability' is a verb phrase that also carries a figurative meaning. The word *'mengerek'* lexiconically means to raise goods or something by means of a hoist or pulley. In conclusion from the opinion or opinion of observers, Airlangga has the potential to undermine its electability.

Syntax, in the third topic of Tempo newspaper *"Panggung Airlangga Mengerek Elektabilitas"*, there are subjects and predicates that in the news ranging from the title, news lead, and news content are explicitly expressed by the news writer and editor of Tempo newspaper, namely Airlangga Hartarto (36 times), and the title phrase 'coordinating minister' (9x) which refers to the identity figure of Airlangga. The first, second, and third topics have a structural and meaningful relationship that has one purpose, namely, socialising Airlangga as a candidate for the 2024 presidential election to increase its electability. Tempo revealed by repetition 36 times the name of the figure who became the centre of the news, namely Airlangga. The repetition of identity disclosure shows the importance of a subject of a figure

chosen to be published by the media.

Stylistics, the preparation of sentences in news discourse uses a style of news language built from the statements and opinions of some political observers. Discourses of news texts containing the presentation of opinions sourced to the opinions or opinions of observers are characterized by citations of opinions that in sentence structure include the name of the giver or owner of the opinion which is always accompanied by the words "say, consider, obey and explain" and the like.

The rhetorical, statements or opinions that use rhetorical style to convince supporters and the public that Airlangga can scrape its electability can be read in the fifth paragraph quoted by Tempo; "However, Adi considers Airlangga to have realistic provisions, namely as chairman of Golkar and Minister of Economy. In the 2019 election, Airlangga as chairman was able to lead Golkar to the second most votes, which was 12.3 percent..."

### **Discussion Airlangga constructed by Koran Tempo**

From analysis #1 "*Senyum 150 Ribu Paman AHA*", discourse #2 "*Satu Suara Dukung Airlangga*" and discourse #3 "*Panggung Airlangga Mengerek Elektabilitas*" news can be briefly presented as a result of media construction as follows.

Airlangga is a candidate for the 2024 presidential candidate who is positioned as the best Golkar, as quoted in the second paragraph. "*Firman said Airlangga is the best Golkar socialisation that can be carried as a presidential candidate. Airlangga has the ability to boost the investment climate and economy during the Covid-19 pandemic. Airlangga is also competent in fostering micro, small, and medium enterprises. "It's this kind of hard work that has to be socialised," he said.*"

Explicitly positioned as a presidential candidate from the Golkar party who can scrape his electability by converting Golkar's votes and is supported by statements and expressions and opinions of political observers and survey agencies. The strengthening of political discourse and Airlangga as a candidate for the 2024 presidential candidate was clearly expressed by Koran Tempo in the fifth paragraph by quoting a statement by an Executive Director of Indonesian Political Parameters, Adi Prayitno. "*However, Adi considers Airlangga to have realistic provisions, namely as chairman of Golkar and Minister of Economy. In the 2019 elections, Airlangga as chairman was able to lead Golkar to the second most votes, which was 12.3 percent...*". Adi's statement above positions Airlangga's identity as the Chairman of the Golkar Party and at the same time the Coordinating Minister for Economic Affairs, which he called a provision for the 2024 presidential candidate.

An indication of the content of the news and discourse presented is a branding effort, especially personal (AHA) branding. Referring to the definition of personal branding put forward by Dewi Haroen (2022), that personal branding is the process of forming public perceptions of the aspects that a person has, including personality, abilities, or values, and how all of them lead to positive perceptions of people. community which can ultimately be used as a marketing tool. According to this definition, a general classification and criteria can be made for the figure of Airlangga Hartarto as follows:

**Table 4. Airlangga Discourse**

1.	Personality	Born in Surabaya, East Java from a prominent family background, son of Hartarto the Minister of Industry as Coordinating Minister in the New Order era Cultural background of a native of East Java Big tall stature Educational background of Civil Engineering Engineer (Technocrat)
2.	Position	Chairman of the Golkar Party, the second largest party after PDIP Coordinating Minister for Economic Affairs, President Jokowi's Cabinet – oversees several Departments and Ministries
3.	Abilities and achievements	The 2019 general election brought Golkar to the second vote after PDI-P Senior politician with various party positions Able to boost the investment climate during the Covid-19 pandemic with the ranks of the ministry Competent in developing MSMEs Able to form a coalition with other parties
4.	Values	A senior politician with technocratic abilities who is directly involved in the government.
5.	Others	Member of the Central House of Representatives since 2004. Has served as Chairman of the Commission several times Has served several Association Chairs The last amount of wealth Rp. 425 Billion

This result is relevant with Teguh Suprasetyo, Arif Darmawan, Beta Puspitaning Ayodya research result, *PESAN POLITIK PADA DEKLARASI #2019GANTIPRESIDEN. Analisis Wacana pada detik.com periode 4 Mei sd 4 Juni 2018*. The researchers concluded that the #2019ChangePresident movement written in detik.com contains a political message packaged in propaganda techniques with repeated messages so that the political message can be embedded in the minds of the audience which aims to elect another candidate to compete with the government in power or the incumbent. If in Teguh using propaganda techniques, but in this result using a personal branding approach. Airlangga Hartarto's identity expressed in the news discourse is a Chairman of Golkar and at the same time the Coordinating Minister for Economic Affairs who specifically pays attention to MSME entrepreneurs with the usAHA program, which is represented by small traders (AHA is an acronym Airlangga Hartarto). 25,000 banners and goodie bags were distributed throughout Java. In the news discourse of Koran Tempo, Airlangga's identity was revealed 21 times in order to socialise his candidacy as a candidate for the 2024 president spreading banners and there was a lure of 150 thousand for the cost of installing banners with Airlangga's image and an additional 250 thousand for goodie bags and there was business assistance for MSME actors who registered as participants in the usAHA program, closely related to the status of Airlangga which is positioned as the Coordinating Minister for Economic Affairs in charge of economic growth of small and medium enterprises.

## CONCLUSION

The conclusion or *results of discourse Airlangga Hartarto as a candidate for the 2024 presidential candidate in Tempo newspaper*:

1. Koran Tempo Digital Newspaper with a cover story "*Gerilya Airlangga Menuju Laga*". News texts expressed by Koran Tempo digital newspapers by presenting the results of

Airlangga's discourse construction which is positioned as a "presidential candidate". Airlangga's candidacy as the right figure to be used as a presidential candidate who needs to be supported to achieve an adequate level of electability. He has identity of senior positions both as Chairman of the Golkar Party and also the Coordinating Minister for Economic Affairs who cares about MSME business actors, good performance as Coordinating Ministers who can increase the economic growth of the religious MSME sector because they later participated in religious activities in mosques with NU figures.

2. The Koran Tempo has positioned itself as a political publicity medium that proclaims Airlangga as a presidential candidate to the public of potential voters. Tempo packages the news with interesting narrative techniques, expositions and opinions and is equipped with records of survey results as well as the opinions of credible political observers and internal party figures as its sources and this becomes part of the construction of the reality of the media it reports. And this positions Tempo newspaper as a transmission of Golkar's political discourse and control and the candidacy of Airlangga as a presidential candidate in the Indonesian political scene in the upcoming 2024 elections.

Suggestions for next researchers can research other aspects of media text content discourse research even by using the same research object, but from meso or macro level too, understanding of the social context of the contributor and the ideology of the media owner. The analytical tools can be extended to other qualitative content analysis tools, social semiotic analysis, or framing analysis. For media journalists, it is important to develop the skills of compiling elements of discourse and linguistic structure in the discourse production of news texts by enriching the terms and diction used in discourse writing. For readers, more literate understanding of the discourse in the content of mass media texts will be beneficial to political information literacy.

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