POLITICAL ACTORS IN 2024 ELECTION
Critical Discourse Analysis of Teun A. Van Djik on disway.id, tribunnews.id, and detik.com Online Media reports About Airin Rachmi Diany as A Candidate Governor of Banten

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ABSTRACT

Political actors play an important role in the defense and development of the country. Without political actors, the country can experience prosperity because there is no actor who leads. The problem to be discussed is the role of the media in showing meaningful and clear information about an actor without excessive framing. In this study, the object to be studied is the mayor of Tangerang, Airin Rachmi Diany. The purpose of this study was to identify and analyze the news construction and media ideology behind the news of Airin Rachmy Diany as a candidate for governor of DKI and Banten in detik.com, kompas.com and tribunnews.com media in the 2024 Pilkada. Political communication theory and Van Djik's critical discourse theory is the theory used as a reference and analysis in this study. This research paradigm uses a critical paradigm with a qualitative research approach through van djik's critical discourse analysis method with data collection techniques through observation, documentation and literature study. As for the data analysis technique using Vandjik critical discourse analysis procedures including context and cognition text analysis. The analytical method used in this research is to use critical discourse developed by Teun A. Van Djik. The results prove that the three media are able to give meaningful messages to the audience about actor Airin Rachmi Diany. The media basically gives a big role to each individual because of the information that can be given to the general public. The media can give a different impression in the view of each individual. Three elements of Teun Van Djik is identified in the analysis.

Keywords: politic actors, critical disclosure, media ideology

INTRODUCTION

A nation must find a strong, capable leader who can maintain effective control over the nation. A leader develops into an effective politician for the Indonesian people (Sudyana, 2018). As we can see, it was found that Joko Widodo was one of the elected and reputable contenders for Indonesia's presidency in 2019 (Romli, 2017). The community's voice in this situation has the potential to affect the stability of the nation both favorably and unfavorably. Individuals in society can receive support from the people's voice.

According to Haryati dan Thasimmin (2019), the presidential candidates who were chosen as the state's or the people's leaders experienced various forms of democratic momentum in Indonesia. A politician is a member of the political communicator class who considers winning by getting chosen to represent the state. Political communication is described as a political position taken in an effort to win support from the public and win elections.

Political communication is being used in order to obtain a greater reach in the political sphere. Due to the extreme diversity present in Indonesia, there is disparity among the people. The most important factor in this situation is having the appropriate leaders who can bring all Indonesians together as an one community. Jeffri (2021) defines political communication as one of the factors in providing guarantees for the welfare of people's lives.

The function of technology continues to grow significantly along with the advancement of the times. The function of the media in politics is able to have a significant impact on the public in this modern era. Every political communicator needs to use the media in order to influence voter behavior through campaigns and commercials (Shahreza, 2017). The development of the media began to be seen in 1998 after the war took place. This is because there are 279 print media companies and 5 private television companies that have received increased interest from the public (Fadillah, 2022).

Zaman dan Misnan (2021) stated that in the 2024 presidential election, people's support is very much needed to give promises to the community regarding the welfare that can be provided. Basically, public participation in general elections is very important in providing support. However, in obtaining community participation, it is necessary to have a campaign that is implemented through the media to be able to influence people's behavior and perspectives. The phenomenon of politicians will always be a political phenomenon for the world and cannot be avoided. This is because the political phenomenon will change every five years and cause a war because of defeat. The most frequently heard political communicators in the field of politicians are Jokowi, Anies Baswedan, Tri Rismaharini, Khofifah Indar Parawansa, and Airin Rachmi Diany. However, in this study, the object to be analyzed is one of the Mayors from Tangerang.

The phenomenon of Golkar nominating Airin as Governor of DKI Jakarta and Banten in the upcoming 2024 Pilkada is one of the political communications. Political communication is a process of delivering political messages from political communicators. Political communicators here are the source, encoder, sender, and actor who initiates and directs a communication behavior. Then the messages are addressed to the audience by using certain channels to achieve the planned political goals. In the political system, all the components mentioned above are a process of political communication which is an input and determines the output of the political system (Shahreza, 2017).

Communication mediums are typically used by political communicators to spread their messages. The most common forms of political communication media are print media—both offline and online—television, radio, t-shirts, and billboards. Through these communication

channels, potential governor candidates who proceed to the next round of voting in 2024 will have a stronger personal brand. Another reason is that Airin is already well-liked in Banten and seen as having power in the southern Tangerang city region. Airin is a well-known female politician, a national-level party politician, has sufficient experience in administration, is youthful, attractive, intellectual, and populist. Furthermore, the promotion of Airin to the position of Banten governor candidate in 2024 would support the implementation of gender equality in the workplace. This raises the proportion of women in positions of authority at the province level, which is now essentially solely filled by Khofifah Indar Parwansah, who is the governor of East Java and the only female governor in Indonesia.

The mass media will be active in the world of politics as a means of selling and informing the Indonesian populace. Advertising is often seen as a tool for influencing the public. A politician may shape his or her public image through advertising (Ramadhani et al., 2022). Electronic mass media will never be separated from the role of political parties. In the mass media, there is an element of openness and accountability to be able to encourage justice in the political field (Fay et al., 2016).

The rationality of the media industry will always experience rapid growth and provide benefits for the country. Media is frequently exploited in economic transactions, particularly when it comes to expanding the media sector and limiting people' rights. Democratic principles may be adequately communicated and achieved through the media. Media businesses engage in a lot of political influence- peddling, especially when it comes to swaying public opinion (Fadillah, 2022). Media presence is an important area for every corner of the world to be able to obtain the right information. Media is used as a tool for searching, obtaining, storing, processing and conveying information to the public.

News is one of the main platforms that individuals will use to obtain information before convincing themselves to make a decision to choose a presidential candidate. In this study, the object to be studied is online media in the form of Tribun News, Detik News, and Disway. The three media have different ideologies where on the Disway.id news website, news about Airin Rachmi Diany was released in 2022 in July and August. At Tribune News.com, stories are released in 2022 in July and August. The same headline was also issued by the Detik.com website regarding the news of Airin Rachmi Diany. The three media reported the topic of Airin Rachmi Diany in the same month and on a close date. Meanwhile, other news websites, such as Liputan 6, discussed Airin Rachmi Diany in April. So, based on this view, it can be seen that the news about Airin Rachmi Diany was recently distributed to the media Tribun News, Detik News, and Disway.

Media Tribune News was founded in 1861 and has broadcast also owns the first 39 television channels in Indonesia, which is based in Jakarta. The Tribune network itself is supported by 1,500 journalists. Detik.com is one of the news web portals that has been established since 2011 and has grown very rapidly with a total of 30,000 visitors per day. The last is the online media Disway.id which was founded in 2020 and has approximately 200 employees. The location of Disway.id is in the city of Surabaya. Even though it is new, Disway.id is able to provide the public with the latest and best quality news.

In this study, the researcher used critical analysis of Teun A. Van Djik. Through the use of critical analysis, readers can see the relationship shown through online media regarding the topic to be discussed (Rovino et al., 2021). According to Ritonga et al., (2022), The critical analysis of Teun A. Van Djik is able to provide an amalgamation of discourse dimensions by analyzing the structure of the text on the news based on the macro structure, superstructure

and micro structure. The aims of this study are (1) to find out and analyze the construction of airin news as a candidate for governor of Banten in media tribunnews.com, detik.com, and disway.id in the 2024 pilkada and (2) to identify and analyze the ideology of media tribunnews.com, detik. .com, and disway.id behind the news of Airin in the news as a candidate for the 2024 election. It is hoped that this research can provide insight and education to the public about Airin Rachmi Diany's image.

METHODOLOGY

Discourse analysis was used as a strategy for doing the study with a critical mindset. Marxist theory is used in this study to investigate the signs, situations, and issues that exist in society. The paradigm used by researchers is a critical paradigm. The critical paradigm is basically heavily influenced by the thinking of Karl Marx. The critical paradigm is a view that explains the social reality of humans by expressing the imbalances that exist in social relations. The reality of human life is based on the human view of the information conveyed (Syafira et al., 2022). Textual, verbal, or other forms of discourse are all perceived as forms of power struggles rather than as neutral and natural exchanges of ideas. One of the fundamental connections between speech and society is the one at issue with the idea of power. Since every type of writing, speech, or other form of discourse is an ideological practice that is the outgrowth of a particular ideology.

The author of this study employs Teun A. Van Dijk's critical discourse analysis methodology. Teun A. Van Dijk contends that study on discourse cannot just be dependent on textual analysis since the text is merely the end product of a production process that must also be observed. Teun Van Dijk's discourse is characterized as having three dimensions: text construction, social cognition, and social environment. The three elements of discourse are brought together into a single analysis as the crux of Teun Van Dijk's research. How a text and discourse tactics are employed to emphasize a certain subject are investigated in the text dimension.

In this study, the unit of analysis used is based on three news media. The news that becomes the unit of analysis will be limited to Detik.com, Tribunnews.com and Disway.id. Taking the theme of each news is divided into several sources and headlines. On Berita.com, the three headlines used were (1) Golkar Promotes Ex-Walkot of South Tangerang Airin Rachmi in the Banten Gubernatorial Election, (2) Observers Called Golkar's move by Usung Airin in the Banten Gubernatorial Election Appropriate and (3) Visiting Serang City, Airin Rachmi is Supported Forward So Cagub Banten.

On Tribunnews.com, there are two headlines that will be used, namely (1) former South Tangerang Mayor Airin Rachmi to be installed by Golkar for the Banten Governor Cagub in 2024 and (2) Airin's steps in the Banten Regional Head Election are heavy, his electability is only 6th rank below Zaki and Andika. On Disway.id, three news headlines will be used, namely (1) Airin Rachmi Diany Will Become a Candidate for Governor of Banten, Golkar is Considered Smart in Taking Moments, (2) Airin Will Be a Candidate for Governor of Banten, Chairperson of DPD Golkar: Cadre Aspirations! And (3) Disappointed that Golkar will carry Airin, Pandeglang residents go to Adde Rosi: We want Andika! In this study, the coding units that will be used are theme, language and content. This coding is used to be able to analyze the content of the news delivered in a news.

Based on this view, the headlines that will be used for analysis consisting of the latest and different headlines. However, the content of the news presented is quite similar and

has novelty. In covering the news, the content of the information conveyed to the audience must be understandable and in accordance with the news headlines. News should also be developed so that it looks more recent. In news, news updates are very important to attract the attention of the audience.

RESULT AND DISCUSSION
Understanding Communication

Political communicators are individuals or groups of people who convey political messages which are usually related to government power, government policies, government rules, government authorities. It seeks to persuade the listener through verbal or nonverbal means (DePaula et al., 2018). Good political communicators are communicators who are able to know themselves, have credibility (trust), attractiveness and have power. From the perspective of the political stage, political communicators play a social role, especially in the process of forming public opinion. Political communicators as actors or identified as leaders who have the potential and competence above average compared to citizens in general in conveying thoughts or ideas.

It is necessary to be able to communicate for anybody who wants to identify as a political communicator, including politicians, journalists, and activists. Being able to communicate demonstrates one's aptitude and intelligence in presenting one's viewpoints, ideas, and thoughts to others. Political communicators ought to be capable of being leaders. People with a leadership spirit are those who identify as political communicators. Having the ability to lead cannot be provided for those who enter the world of politics and power. It takes time and effort to develop into a leader. Political communicators perform a significant societal role, particularly in the formation of public opinion. Karl Popper argues that there is one theory of public opinion built entirely around political communication, namely "the pioneer theory of public opinion". He asserts that leaders create public opinion because they succeed in creating ideas that were initially rejected and then considered, and finally accepted". Popper considers this vanguard theory to overestimate the influence of the "aristocratic minds". This theory is too simplistic that it collapses quickly. The main types of political communicators are as follows: 1) Act as an organizational channel and 2) Act as an interpersonal network.

Political communicators are one of the aspects that affect how well a message is communicated in politics. The communicator factor is a component that is crucial to any communication event. Even while the source will not solely be responsible for the planned communication's overall success, it is nevertheless clear how important that role is when taking into account the source's position as the activity's initiator. In order to comprehend how future possibilities will manifest both in the current communication process itself as well as in the overall outcomes of the communication carried out, it is thus essential to first grasp the communicator's qualities, at least in general. Political communicators have a significant societal role in today's political landscape, particularly in the process of molding public opinion. Political actors or leaders who are capable of communicating ideas more effectively than the majority of individuals do are known as political communicators.

Media and Ideology

It is more than just technical journalism when the media uses news to convey reality. Additionally, the various news presentations reflect the ideologies and priorities of each

media outlet. It is necessary to challenge the pluralist viewpoint that portrays the media as an impartial and objective body. This is due to the mass media's transformation into a stage for the competition between competing ideologies in the modern period. This winning ideology takes over as the prevailing ideology and controls how major media outlets conduct their reporting.

News is a representation of ideology because it uses words and language to provide facts that support particular positions (Todorova & Mills, 2018). The objective is to coordinate public opinion and behavior behind a decision that benefits the proprietors of the mass media both politically and economically. News pertaining to political communicators is a problem that is readily apparent in the practice of ideological representation. This is inextricably linked to the prominent role that political communicators play, which in certain instances has turned into a touchy subject. A collection of concepts or ideas is an ideology. Destutt de Tracy used the term ideology to describe the science of ideas in the late 18th century (Sarapik, 2017). 16 One way to think of ideology is as a holistic vision, a means of looking at things (Weltanschauung)

Ideology is produced in the context of ideology and media, not in a vacuum (Mizanie & Irwansyah, 2019). Certain dominating ideologies, which might have political significations and meanings as well as big concept origins, are the source of news. While Gramsci contends that there is a hegemonic connection between journalists and media business owners in the context of mass media.

Van Tjik's Critical Discourse Theory

Discourse analysis was used as a strategy for doing the study with a critical mindset. Marxist theory is used by the researcher to investigate the signs, situations, and issues that exist in society. Textual, verbal, or other forms of discourse are all perceived as forms of power struggles rather than as neutral and natural exchanges of ideas. One of the fundamental connections between speech and society is the one at issue with the idea of power. Since every type of writing, speech, or other form of discourse is an ideological practice that is the outgrowth of a particular ideology, ideology is a crucial notion in critical discourse analysis.

Eriyanto used a three-dimensional approach to discourse analysis, focusing on text, social cognition, and social context (Rafiah, 2018). In essence, Teun A. Van Dijk's model's discourse analysis unifies all of the discourse's components into a single entity. The analysis in the text dimension focuses on the discourse technique and textual organization employed to highlight a certain subject. It is explained how news is created at the level of social cognition. The news writer's unique cognition is used in this procedure. Studying how societal discourse evolves is the third component.

Text and context are required in order to comprehend a conversation in its entirety. To understand how the text relates to social and cultural aspects that are not linguistic in nature, context is necessary. Consequently, the full extent of the information gathered may be known (Sumarlam, 2020). The usage of words, sentences, propositions, clauses, paraphrases, and visuals in a discourse are all examined by the microstructure to determine how the meaning is emphasized in that discourse.

Rafiah (2018) emphasized that the use of critical discourse analysis in analyzing news is very important because the use of language in news must be able to show a positive meaning. In CDA, the information conveyed must involve the use of appropriate language

such as vocabulary, grammar, sound system and so on. Mukhlis et al., (2020) stated that the three dimensions in Teun A Van Djik's theory namely superstructure, macro structure and micro structure were found in information about Airin Rachmi Diany. The reason is, the main focus of the superstructure dimension is on the schematic of the text while the macro is the evaluation of the given topic. The last is the microstructure dimension which explains the background elements, sentence form and coherence shown to see the interrelationships.

CONCLUSION

Critical Evaluation Teun A. Van Djik can effectively highlight the text in the news. In general, web media is excellent for informing the general audience. Without the media, it will be impossible for people to comprehend environmental issues, especially about Airin. So, it can be concluded that the three media contain three elements of Teun Van Djik and have different elements. However, the main focus is on the language used which is able to gain understanding to the audience.

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