

## CRITICAL DISCOURSE ANALYSIS: ELECTION OF JAKARTA GOVERNOR IN MATA NAJWA

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### Abstract

Television (TV) is a well-known telecommunication equipment or media that has a function as a receiver for broadcast moving images as well as sound, both in monochrome (black and white) or in color. The Mata Najwa program is one of the special programs because the speakers in the event are various sources walks of life, political figures and the government. This event various kinds of discourse formation practices can emerge. A good discourse should provide a clear and complete shadow to the interlocutor, so that it does not cause much perception. In studying discourse analysis, the critical discourse analysis of the Van Dijk model is one model that views language as related to power, ideology, and politics. Based on this, it is important to analyze the critical discourse of Van Dijk's model of this program. There are 3 problems analyzed in this study, firstly analyzing macro structure, super structure, and micro structure. This study uses a qualitative descriptive design, with the observation method as a data collection method. The results of this study are the macro structure, super structure, and micro structure, discourse can be used as a means for the formation of the opinions of speakers through the choice of words, sentence structure, and the right style.

**Key words:** analysis, critical discourse, Television, Mata Najwa, Election of Governor of Jakarta

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### INTRODUCTION

Discourse is a form of verbal communication (Rido et al., 2021a), (Rido et al., 2021b), (Purwarianti, 2014), (Hamzah et al., n.d.). In terms of form, discourse is divided into two, namely oral discourse and written discourse. Oral discourse is a form of oral communication involving speakers and interlocutors, while written discourse is a form of written communication involving writers and readers. The activity of the speaker (speaker / writer) is productive (An & Suyanto, 2020), (Aji & Dewi, 2017), (Ngestirosa et al., 2020), (Putri & Ghazali, 2021), expressive (Ivana & Suprayogi, 2020), (Qodriani, 2021), creative (Nuraziza et al., 2021), (Novawan et al., 2020), (Myori et al., 2019), while the activity of the interlocutor (listener / reader) is receptive (Sudaryat, 2009: 106). Discourse can be packaged with various intentions by the speaker to the interlocutor. the speaker has the freedom to say his opinions, or thoughts through discourse. Television along with the programs offered is a strategic place for various social and political groups to come up with the processed language that they developed themselves. Chances are very open to certain groups in presenting their version of the situation definition, or definition of reality.

In the preliminary observations made on one television program from a private television station, Metro TV, the Talk Show program titled Mata Najwa, was seen as a variety of discourse packages. This Mata Najwa program is one of the programs that has a good rating in Indonesia. This reflects on the results of the survey conducted by KPI. On March 27, 2017, the Mata Najwa program raised the theme "Final Round of the Jakarta Election". The Mata Najwa Program discusses strategy, priority programs, discusses the development of issues during the campaign, and of course open debate. This talkshow program also discussed issues that emerged during the campaign and

election. This, of course, gave rise to various discourses that directly emerged from the speeches of Basuki and Anies as the debate participants.

This study is generally caused by the existence of speech that means multiple, not straightforward, as well as packaging or arrangement of discourse that is not quite right. In a critical paradigm, the use of language in media is deliberate and has a specific purpose (Mandasari & Agusty, n.d.), (Widianingsih & Gulö, 2016), (Gulö, 2014c), (Karal et al., 2017). Seeing this, researchers are interested in seeing the discourse built in the episode.

From the following background description three problems can be formulated. How is the micro structure analysis, super structure analysis, and macro structure analysis in the Mata Najwa program episode Final Round Jakarta Election?

Based on the description of the problem formulation above, three types of objectives can be formulated (Rossi et al., 2018), (Nurkholis & Sitanggang, 2019). Describe the analysis of micro structure, super structure, and macro structure in the Mata Najwa program episode Final Round Jakarta Election.

## LITERATURE REVIEW

Van Dijk saw a text consisting of several structures / levels, each part supporting each other. He divided it into 3 levels. First, macro structure. This is the global / general meaning of a text that can be observed by looking at the topic or theme that is put forward in a news. Second, the superstructure. This is the structure of discourse that is related to the textual framework, how the parts of the text are organized into the whole news. Third, microstructure. Is the meaning of discourse that can be observed from a small part of a text that is words (Pranoto & Afrilita, 2019), (Mertania & Amelia, 2020), (Utami et al., 2021), (Novanti & Suprayogi, 2021a), (Novanti & Suprayogi, 2021b), sentences (Kuswoyo, n.d.), (Abidin, 2018), (Kuswoyo, 2014), propositions, clauses (Afrianto et al., 2021), (KUSWOYO et al., 2013), (Gulö, 2014a), (Gulö, 2014b), paraphrases (Samanik & Lianasari, 2018), (Baker & Edwards, 2012), and images. Based on this, it is important to analyze the critical discourse of Van Dijk's model of the Mata Najwa program, because the Mata Najwa Program is one of the programs that views language as related to power, ideology, and politics.

## METHOD

In this paper the research design used is descriptive qualitative research. Descriptive research is a study to gather information about the status of an existing phenomenon, that is the situation according to the conditions at the time the study was conducted (Arikunto, 2006: 54). So, the purpose of descriptive research is to make a systematic, factual, and accurate explanation of the facts and characteristics of certain populations or regions. The approach used in this study is a qualitative approach. Qualitative descriptive design is used to obtain a clear, objective, systematic, and accurate picture of the actual facts of the nature of the population (Aminatun, 2021), (Isnaini & Aminatun, 2021), (Ivana & Suprayogi, 2020). The qualitativeity of this research relates to research data not in the form of numbers, but in the form of verbal forms of speech.

The subject of this research is the Mata Najwa Metro Tv program. In general the object of this research is the discourse that appears in the Mata Najwa program on Metro TV. Analysis of the data in this study uses qualitative data analysis procedures based on Milles' interactive model (1992: 16) which is well known in the realm of research. In general, data analysis using the model includes three stages, namely (1) data reduction, 2) data presentation, and (3) verification or drawing conclusions. These three stages interact with each other, starting with data collection and ending with the completion of report writing research. All of these stages have interrelated processes between one another.

## RESULTS AND DISCUSSION

In detail the three points discussed are (1) macro structure analysis, (2) super structure analysis, and (3) micro structure analysis. Analysis is carried out of all conversations that occur during the event.

### Macro Structure Analysis (Thematic)

Macro structure refers to the overall meaning that can be observed from the themes or topics raised by the use of language in a discourse (Woro Kasih et al., 2019), (Ngestirosa et al., 2020), (Purwaningsih & Gulö, 2021), (Oktavia & Suprayogi, 2021), (Nababan & Nurmaily, 2021). In the Mata Najwa program, this episode carries the theme "The Final Round of the Jakarta Election". This topic is the theme of the episode raised in relation to the thunderous political atmosphere of the Jakarta regional elections. In general, of the seven segments that aired, it ended in the final seconds or the end of the struggle for the Jakarta governor's seat. This episode is packaged in the form of a debate that is guided by the presenter and moderator Najwa Sihab. With maximum emotional and material strength, this can guarantee an interesting debate. It is expected that the debate in an event can be the final event that is truly final in the regional election contest. This debate is also expected to be the end of the dispute from each supporter. The theme of the "Final Round of the Jakarta Election" was then formulated by finalizing a contest of ideas and program agility. This was conveyed by Najwa Sihab as the host and moderator.

*“Bertarung secara ide dan program. Adu gagasan dan pikiran, bukan adu sorak dan teriak. Apa prioritas utama program yang Anda bawa dan memiliki daya tambah dalam pilkada ini?”*

The sentence above is an initial presentation as well as an opening question from Najwa to Basuki and Anies. The above question focuses on program priorities and added capacity. This emphasizes the meaning that the program delivery to be delivered is a program that truly brings and gives great hope to the success of winning the election. This question implies that the final or final round is really in progress. There is no term for the slightest hole to look for mistakes and shortcomings in the program. Program priority and added power are the key emphasis as a picture of the final round situation.

### Super Structure Analysis (Schematic)

The super structure in this study will analyze the introduction, content, conclusion and conclusions in the discourse of the entire segment. In the program "Mata Najwa" there are seven segments. Najwa as the host always opens the show with a regular set of sentences. This gives the impression of "sweetener" as in a hot atmosphere that will be created in the core part of the event.

*“Para pendiri bangsa kerap berdebat dgn tajam terlatih berpolemik dgn pikiran yg dalam. Berbantahan lewat lisan pun juga tulisan. Saling menguji pikiran nyaris tanpa aroma kebencian. Tradisi berdebat sudah terlalu lama dikucilkan, bahkan dianggap omong kosong yang tak punya kegunaan. Lantas bagaimana dengan debat pilkada Jakarta, akan berdaya guna atau hanya ajang jual kecap belaka. Bertarung secara ide dan program. Adu gagasan dan pikiran, bukan adu sorak dan teriak”.*

Context: The sentence above is spoken by host Najwa Sihab as the opening act.

The series of sentences which are full of profound meanings and implied various satire is a mandatory part of this program. These sentences are usually placed at the beginning of the segment and at the end of the segment. Word selection skills determine the quality of speech. Najwa seems to be very good at stringing his words so that it gives a plural meaning but still in the corridor of the problem.

Najwa wants to touch back the polemic that appears endlessly. Facts, opinions and even slander have almost no difference. The phrase "*Lisan pun tulisan*" above shows that the rebuttal and debate is not only through the debate chair. But it has coexisted in the midst of society. This heated debate often occurs in public places as well as social media. The statement "*Dikucilkan*" and "*Omong kosong*" gives a sign that in the world of politics there is nothing that can be trusted. Opinions, ideas, and defense are considered nonsense. This is considered only as a prospective self-image. The statement "mere selling soy sauce" gives the impression of challenges and allusions to the two candidates who are debating.

The contents of the discourse in the program are in the form of questions, answers, rebuttal, and opinions of the two candidates. The things that are key to the conversation during the event are categorized as content. During the discussion or content section, it completely completes the main topic or theme, which is the final round of the DKI Jakarta debate. Some interesting things that appear in this content section will be discussed as follows. The main program priority battles emerge as part of the contents of the discussion at the initial stage of the event.

*"Membuat masyarakat jakarta otak, perut, dan dompetnya penuh. Rohani, budaya, pendidikan, dan kesehatan maupun ekonomi. Menata birokrasi yg baik dan transparan. Mengurus dari janin hingga liang lahat."*

Context: Basuki Tjahaja Purnama responds to Najwa's questions regarding program priorities.

Unlike the case with the statement from Anies in response to the same question from Najwa.

*"Yang dibutuhkan jakarta bukan hanya pemimpin dan birokrasi yang kuat tetapi justru warga yang kuat, berdaya, bisa terlibat. Membutuhkan jakarta yang keberpihakan, kepemimpinan yang berpihak pada yang rentan dari sosial ekonomi, tak bekerja, tak terdidik, termasuk disabilitas, perempuan, anak, orang tua. Menyelesaikan problem dengan kepemimpinan yg efektif. Punya lapangan pekerjaan, pendidikan beekualitas hingga tuntas, ekonomi terjangkau."*

Context: Anies's response to Najwa's first answer

Anies Baswedan gave a response beginning with a slight flicking of bureaucracy which was considered only strong in the government. The strength that is actually good should emerge from all parties, including citizens. This statement at once began to form a slightly mutually attacking situation. Coupled with the statement of leadership leadership. This partisanship is a sentence that is often spoken by Basuki. This is expressed with the intention of giving Basuki a bad image.

The statement of partisanship meant that Anies wanted to appear more impartial to vulnerable communities in various fields. Of course this also has an impact on the interlocutor. Word processing and selection of diction should be appreciated. This statement contains a very strategic meaning. The strategy captured in the statement of the speaker is that as if the opposing speaker (Basuki) is a leader who only strengthens the bureaucracy. Leaders who only display a good government system. But the emphasis also implies that the Basuki era leadership does not involve the people.

The partisanship is one of the diction used to attack the interlocutor (Basuki) by the speaker (Anis). It was stated that the government that would be carried by Anies was a government that sided with those who were vulnerable from social, economic, unemployed, uneducated, including disability,

women, children, parents. This is a very smart statement. Smart in the sense that the speaker (Anies) wants to state that the speaker is a candidate who sides with vulnerable people. This of course has a beneficial impact on speakers (Anies).

### Micro Structure Analysis

Critical discourse analysis in the Mata Najwa program will also be analyzed from the microstructure. Microstructure analysis looks closely at meaning (semantic), sentence structuring, word choice, and rhetorical (Kuswoyo et al., 2021), (Cahyaningsih & Pranoto, 2021), (Puspita & Pranoto, 2021), (Pradana & Suprayogi, 2021), (Al Falaq & Puspita, 2021), (Ivana & Suprayogi, 2020)(Ekleisia & Rido, 2020).

### Semantics

The semantic analysis in the Van Dijk critical discourse analysis scheme is categorized as local meaning (Puspita & Pranoto, 2021), (Kuswoyo, Sujatna, Indrayani, et al., 2020), (Kuswoyo, Sujatna, Rido, et al., 2020). In this event local meanings can have multiple meanings. Considering that language is used as a medium to bring issues, interests, and also raise opinions. Although not all discourses that arise contain certain purposes, but things that are interesting deserve to be studied. The following describes the data as well as discussions related to the semantic realm.

*“Tradisi berdebat sudah terlalu lama dikucilkan, bahkan dianggap omong kosong yang tak punya kegunaan. Lantas bagaimana dengan debat pilkada Jakarta, akan berdaya guna atau hanya ajang jual kecap belaka.”*

Context: The opening sentence of Najwa Shihab before the debate participant is introduced.

In his opening, Najwa Sihab stated the conditions and situation of the opinion about debates, especially political debates which were only seen as nonsense. The public in his statement seemed to no longer have good faith in political contests that were full of interests. In the community often the term "ah sama saja, janji manis nanti dilupakan juga". The word bullshit and has no use, can be interpreted semantically that the continuation of the debate that has been carried out has been considered only as nonsense which is only to seek victory alone.

### Syntax

Syntactic analysis is an analysis relating to the structure and arrangement of the speakers' sentences. The composition and arrangement of these sentences are formulated as best as possible in the hope that the desired goals and objectives can be achieved. The following will be presented conversation analysis in the syntactic sphere.

*“Kedua mengenai penggusuran, kita ingin memastikan bahwa jakarta besok yang dilakukan adalah penataan.”*

In the above sentence the sentence's emphasis by the speaker lies in the word eviction. The word "Gusur" is placed at the beginning of the sentence as a form of reinforcement of the core of the conversation. This strengthening is expected to attract the attention of listeners or the public. Because, as long as the debate opponent of the speaker (Anis) is a leader who is always rocked by his leadership through eviction problems. This phenomenon is used as an advantage for speakers. The word "Gusur" becomes its own weapon to bring up and express public unrest towards Ahok's policies which have been perceived as not pro-people.

On the other hand, at the end of the sentence Anis puts the word "Penataan" as a solution offered to the people of Jakarta. The word penataan in meaning has a much better impression. Anies in this case is able to compose sentences that are able to present a comfortable atmosphere to the listener or the public. Bring up the problem at the beginning of the sentence with the word "Gusur" and end the sentence statement with a solution in the form of "penataan". Development of opinion in the

form of presenting themselves as candidates for governor who is able to provide solutions to leadership problems that previously seemed very successful.

### **Stylistic**

A stylistic study in the analysis of critical discourse is the study of the choice of words used by the speaker in conveying his message, intentions, and ideology. The choice of words in speech greatly influences the recipient's message reception. Rough, subtle, weak, and gentle in language are not only influenced by the intonation of speech, but also the choice of words. Therefore the stylistic analysis (selection of words) in this study will see how the choice of words used by Anies and Ahok in the debate to be able to drop each other's opinions and win the hearts of the people of Jakarta. The following will be presented data and analysis of data obtained from conversation transcripts.

*B : ...janin hingga liang lahat*

*B : ...saya urusin*

*B : ...ladenin.... ngeyel*

*B : ...rumah orang tua jelek*

*B : ...bukan ngomong saja*

In some of the conversation data above are a number of word choices used by Ahok or Basuki in speaking. Some of the data taken is data that is said to be slightly different. This difference is seen from the variety of languages used. In a formal context or an official situation in general, a speaker (a state official) uses a variety of languages that are standard or formal in his speech.

But this seems a little different from what Ahok did. Ahok as always uses a variety of non-standard languages in various situations. This lack of clarity can be seen from a variety of word choices such as *urusin*, *ladenin*, *ngeyel*, dan *ngomong*. This choice will certainly get a variety of views from the public. That view can be good or bad. In other contexts the choice of words like this such as a speaker (Ahok) wants to show the leadership style as it is, straightforward, and without further ado.

But this choice of words certainly does not leave other adverse effects. Reflections on the leadership that is rude and speak out frankly for the figure of a governor are certainly not good for the community. Choice of words such as *... fetus to grave*, *ugly old man's house*, of course has a different nuance of meaning with other word choices. Many other word choices are actually more appropriate to describe the situation, but that does not seem Ahok do.

In general, the data above shows that the choice of words used by Ahok does not appear to be a psychological aspect to the listener. In the case of a slightly sarcastic choice of words did appear, and clearly it was not calculated well by Ahok. But on the other hand the word *ngeyel*, *ladenin*, etc., that sarcasm is shown to corruptors, or other unkind elements, gives the impression of assertiveness and type of play Ahok in enforcing the rules. The choice of words used by Ahok in that context contains a sense of assertiveness and no compromise in taking legal action for violations.

Other data is then from Anies's speech. The following will present some selected data and their analysis.

*A : ...jakarta yang keberpihakan, kepemimpinan yang berpihak*

*A : ...dilakukan adalah penataan*

*A : Pak Basuki dengan segala*

*A : Kepemimpinan yang efektif*

A : Perbedaan mendasarnya keberpihakkan

A : yang kecil yang lemah

The data above is data that has been analyzed from various comparisons of word choices commensurate with other words. The choice of words used repeatedly or repeated repeatedly. This of course can be analyzed from various sides. The word that appears very often appears in Anies's statement so far is the word partiality. This word seems to be an effective weapon for Anies to immerse Ahok in the debate.

Because during the campaign situation the issue or problem regarding Ahok's policy of eviction was totally opposed by various parties, especially the evicted people. From all of this comes an issue or discourse that asks and doubts Ahok's alignments with the small community while leading Jakarta. Seeing this situation, implicitly the statement of choice of partisanship which is experiencing repetition, can be said to be loaded with ideology from the speaker. There is a kind of doctrine given to the listener that the leadership carried out as long as it does not favor the less fortunate. The fall of your opponent and your self-exclusion in this statement is inevitable. Another word that gets a lot of attention is the arrangement.

This structuring word is said to be a "*Kata tandingan*" to the term used so far in Ahok's leadership, namely "*Penggusuran*".

The word structuring sounds better and wiser than the word eviction. Eviction means the shift. However, if it involves the context of the word "*Gusur*" it seems to mean more rough. In the word "*Penataan*" the meaning of this word tends to be more subtle and wise. There is an impression of creating a better atmosphere. Because words in their use cannot escape from the context and taste of language. This seems to be very understood by Anies so that he is able to use terms that create a sense of peace and calm.

### **Rhetorical**

Rhetorical study in the analysis of Van Dijk's critical discourse analyzes matters related to graphics, metaphors (Nadya et al., 2021), (Febrian & Fadly, 2021), (Dharlie, 2021), , and expressions. In this research, what is examined from these three points is the scope of the metaphor. The following will be presented data and data analysis relating to metaphors.

*N : berdebat dengan tajam, aroma kebencian, ajang jual kecap belaka, Siapapun yang menang tak boleh ada yang menjadi abu dan arang.*

*A : meresponnya lebih teduh*

In the speech that emerged during the event, not many metaphorical styles were used. The style of metaphor is more contained in Najwa's statement at the beginning of the event as an opening. As an opening, it is appropriate to use interesting language. This victory is the first step to win the hearts of the audience in the studio and the audience at home. But on the other hand, the intention that can be extracted from Najwa's statements above is to show the atmosphere of debate and issues that often arise during the campaign argument.

The scent of hatred, is one of the metaphorical style that wants to show how the form of hatred is not seen but felt. Disputes and arguments that often occur both from the times and from the candidates themselves, on the surface seem to get along well. But hatred cannot be covered up. It still feels, even though the action of throwing smiles at each other when face to face is still happening.

The word "Ajang jual kecap belaka" is also a strong insinuation to someone who often gives speeches in the world of politics. All prospective leaders have indeed been labeled as people who

too often make sweet promises. This is actually what Najwa wants to convey in the word "mere selling soy sauce event". The use of metaphorical majors is intended to bring out a subtle atmosphere but with a sharp intention. This means that the listener can catch the word smoothly, but not so with the meaning.

## CONCLUSION

The results of the critical analysis of Van Dijk's model of discourse analysis in the Mata Najwa program can be concluded three things. The first relates to the analysis of macro structures. This analysis is related to the big theme raised in the event. Macro structure refers to the overall meaning that can be observed from the themes or topics raised by the use of language in a discourse. In the Mata Najwa program, this episode carries the theme "The Final Round of the Jakarta Election".

This topic is the theme of the episode raised in connection with the mood of the political elections in Jakarta at that time. In general, of the seven segments that aired, it ended in the final seconds or the end of the struggle for the Jakarta governor's seat.

Second is super structure analysis. The super structure in this study analyzes the introduction, content, conclusion and conclusions in the discourse of the entire segment. In the program "Mata Najwa" there are seven segments. In the introduction the event was opened by a series of words from Najwa to provide an understanding of the debate, and the political atmosphere involving both candidates. The contents in this event are open discussion, submitting opinions and objections from each candidate. At the end of the note Najwa closes this program. Najwa's notes contain messages for each elected and unelected candidate.

Third is related to microstructure analysis. Microstructure analysis includes semantic, syntactic, stylistic, and rhetorical elements. In general, the results of the study of semantic, syntactic and stylistic elements show that there are several discourses that have implicit meanings. The contents of this implicit message are of course to instill their political ideology, convey their intentions subtly, and influence people's mindsets. Emphasis is given on the choice of words used also to convince the public of the proposed program offerings.

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