

CRITICAL DISCOURSE ANALYSIS OF TWITTER HASHTAG ON #JokowiRajaTega: THE NORMAN FAIRLCLOUGH CASE STUDY

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Abstract

This study focuses on the Critical Discourse Analysis of Twitter hash tag on #JokowiRajaTega, which will then be further discussed using the theory of Norman Fairclough. Since technological sophistication is growing, all human activities on this earth have been greatly helped. As most humans always do, communicating with people through social media is not something special anymore. For example, WhatsApp, Instagram, Twitter, Facebook, and many more. This research aims to answer the questions: (1) what is the topic of conversation in the hash tag and make it the No. 1 trending on Twitter? (2) how is the interpretation of the Twitter community about that? This research is use descriptive qualitative method with the object is the trending hash tag on twitter about #JokowiRajaTega. The finding of this research show that this hash tag was trended by Twitter users because of the reason President Jokowi had revoked the 3 Kg LPG gas subsidy for the people which in the end makes it more difficult for lower class people and the acts of people protest expressed expressively.

Key words: Critical Discourse Analysis, Twitter, Hashtags, Jokowi Raja Tega

INTRODUCTION

Discussing our daily lives, certainly will not escape from the many events that occur around us [1], [2], [3], whether it's about social issues, political issues, health issues, or other issues [4], [5], [6]. As social beings who always socialize, of course, humans will always need other humans [7], [8], [9]. For that reason, socializing is an activity that is normally done by humans [10], [11], [12]. Whether it's done directly or done through intermediaries such as social media, mobile phones, and others [13], [14], [15].

Since technological sophistication is growing, all human activities on this earth have been greatly helped [16], [17], [18]. As most humans always do, communicating with people through social media is not something special anymore [19], [20], [21]. Nowadays humans can easily communicate and exchange news with relatives [22], [23], [24] whose location may even be very far from us [25], [26], [27]. For this reason, various types of social media are also popping up now [28], [29], [30], from those that can only be used to exchange news with relatives who live far away [31], [32], [33], to

the type that enables us to carry out our daily activities with many people without having to contact them one by one [34], [35], [36]. For example, WhatsApp, Instagram, Twitter, Facebook, and many more [37], [38], [39]. The four sample applications above also allow us to share important information [40], [41], [42] that may need to be known by many people [43], [44], [45]. For example, the issue of rising gold prices or other example [46], [47], [48], there are political issues that need to be known by many people [49], [50] and we can share them through these applications which other people we don't even know can easily find out, comment on them, and share with others again [51], [52], [53].

It is known that the current political situation in Indonesia is unstable [54], [55], [56]. Moreover, in the era of President Jokowi's governance a lot of unique things that always happen [57], [58], [59] and become the main concern of the Indonesian people [60], [61], [62]. For example, there was an increase in BPJS costs, Natuna sea conflicts, Jakarta floods, and others [63], [64], [65]. That invited a lot of public attention, especially those who have social media the Twitter [66], [67], [68]. The existence of trending hash tag #JokowiRajaTega on Twitter social media this morning January 20, 2020, makes the writer intend to research critical discourse about what is the topic of conversation in the hash tag and make it the No. 1 trending on Twitter.

Communication can be understood well by both the speaker and hearer [69], [70], [71], when they know about the context and the topic of conversation [71], [72], [73]. Sometimes we are not sure about the message we get from something we read or hear [74], [75], [76], and we concern about getting our own message across to others [77], [78], [79]. In communication, there are also some aspects of language that must be noticed [80], [81], [82]. For example, when we do communication, we will find the use of 3 references or term of address, such as: He, She, You, Sir, My friend, Here, there, etc [83], [84], [85]. The purpose is to point something [86], [87], [88]. All of these words can be called as Deixis. Deixis is the words which the referents always change depending on the context [89], [90], [91]. [92], [93] states that deixis is the single obvious way in which the relationship between language and context is reflected in the structures of language themselves [94], [95]. Levinson also categories the deixis into five kinds, they are person deixis, spatial deixis, temporal deixis, discourse deixis

and social deixis [96], [97], [98]. In other hand, Yule also categories the deixis into three kinds they are to indicate people via person deixis (me, you), to indicate location via spatial deixis (here, there), and to indicate time via temporal deixis (now, then) [99], [100].

Moreover, definiteness is a feature of noun phrase selected by the speaker to convey his assumption that the hearer will be able to identify the referent of the noun phrase. There are three main types of definite noun phrase; proper name (Stephen, Mary, etc), personal pronoun (she, he, it), and determiner (the, that, those, etc). Furthermore, in some past decades there are some researchers related to deixis and definiteness such as Diessel (2012), Webber (1997), Kirtcuk (2004), etc. Hence, the purpose of the current study is to fill the gap in this area of research by exploring the deixis and definiteness in the Jakarta Globe's online newspaper; furthermore, newspaper is important to improve people's daily information.

Research Question

Referring to the explanation above, the research question in this study as follows:

1. What is the topic of conversation in the hash tag and make it the No. 1 trending on Twitter
2. How is the interpretation of the Twitter community about that?

For some people, they agree that language delivery is not merely a way of speaking. Language can also be conveyed through a text, which in turn creates a theory of critical analysis of discourse, Fairclough (1995). Meanwhile, critical analysis of discourse itself is more likely to discuss social problems, especially in the discourse that regulates the relationship between language and power, Van Dijk, (2001: 96). Most importantly, the critical analysis view of discourse related to the thought of "Power" is that the text is not the work of every person. They are governed by differences in power determined by discourse and genre. Thus, the critical analysis of discourse is concerned with power as a central condition in social life. In short, critical analysis of discourse aims to investigate critical social inequality as expressed, based on, legitimized by the use of language or in the discourse, Habermas, (1967: 259).

METHOD

The methodology is an important part of conducting research. The right methodology will help the writer to write good research in solving the problem being analyzed. In this research, the researcher deals with a case study of Critical Discourse Analysis of Twitter Hash tags on #JokowiRajaTega which the data was taken from Twitter. For this reason, in this research, the researcher uses a qualitative method. The data collection technique itself is carried out through pay attention to the topic being discussed on the hash tag #JokowiRajaTega by people on Twitter. After that, the researcher analyzing it and conclude it in the form of a result discussing. is evaluating the data that has been analyzed and conclude it in the form of research results.

RESULTS AND DISCUSSION

Based on the findings, the hash tag #JokowiRajaTega was tweeted by Twitter users, especially Indonesian citizens, as many as 8000 tweets.

To answer the first question about what is the topic of conversation in the hash tag and make it the no. 1 trending on Twitter, the researcher conducted several reviews and finally found out that this hash tag was trended by Twitter users because of the reason President Jokowi had revoked the 3 Kg LPG gas subsidy for the people, which in the end makes it more difficult for lower class people.

Meanwhile, to answer the question about how is the interpretation of the Twitter community about that issue, first of all, the writer looked at almost all of their tweets and concluded that of course, they deplored President Jokowi's actions. Since the increase in 3kg LPG gas will impact on its price increase too. People who previously felt burdened by rising prices for BPJS contributions and electricity tariffs increasingly find it difficult. Many of them also finally stated that President Jokowi's promise to prosper the people from the lower classes was a hoax. They say that President Jokowi's actions withdrawing these subsidies will only benefit the upper classes.

These pictures are may help in understanding the problem is being discussed.

There were concerns expressed by netizens about the 3Kg subsidized gas withdrawal that affected its gas prices.

← #JokowiRajaT... 🔍 ☰

Populer Terbaru Orang Foto

 **KangMas @Utuh...** • 20 jam ▾
Ketika harapan tak sesuai kenyataan..
[#JokowiRajaTega](#)




Ordinary people dan 9 lainnya

🗨️ 120 ↻ 390 ❤️ 834 🔗

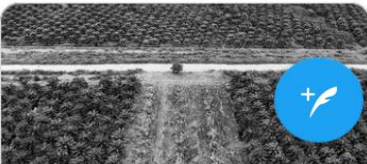
 **Twitpos+™ @twi...** • 12 jam ▾
Prediksi Rocky Gerung:
Periode Kedua Jokowi T
Sampai 2024

← #JokowiRajaT... 🔍 ☰

Populer Terbaru Orang Foto

 **BurSubur @Subu...** • 23 jam ▾
Subsidi LPG 3 kg untuk rakyat akan dicabut yg berimbas pada kenaikan harganya, menambah beban rakyat yg harus membayar iuran BPJS serta tarif listrik yg juga naik..
Sementara pemerintah berikan subsidi untuk 5 konglomerat sawit!!

[#JokowiRajaTega](#)





From the two tweets above we can see that the increase in subsidized gas withdrawal is considered an act of cruelty committed by the government to its people. That is actually one of the acts of public protest expressed expressively.

CONCLUSION

In conclusion that subsidized gas withdrawals by the government have received mixed responses from the public and what dominates is the negative response or more towards fears of adding to the burden on people from the lower classes.

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