**Chapter I**

**Introduction**

* 1. **Background of the Study**

Nowadays, there are many ways to communicate with the other due to the developments of technology. The media, whether electronic or printed, media, shares information and keeps in touch with the other. People can get the information about the development of the world and everything in a day from electronic and printed media.

Journalism is a method of inquiry and literary style that aims to provide a service to public by the dissemination and analysis of news and other information. Journalistic integrity is based on the principles of truth, disclosure, and editorial independence. Journalistic mediums can vary diversely, from printed publishing to electronic broadcasting; from newspaper to television channels, as well as to the web, and to digital technology.

Every kind of mass media has a same purpose to deliver information. A newspaper is a publication that is issued daily or weekly. It includes local and international news stories, opinions, sports news, and politic. Newspaper is an important method to let the public known everything that is happening in their goverment and around the world. Even with the advancements in technology, newspapers is still an important aspect of everyday life.

*"*The newspaper media and electronic media periodical has properties as befits a periodic mass media, the publicity, universality, periodicity, continuity and actuality- Baschwittz, 1946.*”*

Newspaper, especially daily newspaper, has a big contribution for the people. People can get information about local or international events everyday because the news and information are up to date and accurate. As a consequence, there are many daily newspapers published in Indonesia and one of them is *Kompas* daily newspaper.

The existence of newspapers in Indonesia is characterized by a long way since the colonial era to the reform era until now. As example, the daily newspaper *Kompas*. *Kompas* daily newspaper has a political news and focus to Presidential Election 2014 to make readers easier to know about Presidential Election.

Mass media has a great effect on people’s life. Every day, a lot of people read thousands of newspapers. *Kompas* is a widely read newspaper in Indonesia. Published by *Kompas-Gramedia Group*, it has been in existence since June 28, 1965. Like many major daily newspapers, *Kompas* is divided into three major parts: national and international news, a business, and political, lifestyle and sport.

Politic is a part of media. Presidential Election is one of sample of case in Indonesia. Political news can make public opinion, especialy for this country for Presidential Election news. Everyday all newspaper has political news to published. Because the society want to know about Presidential Election in 2014. Society always gives a good respon to the media who update of development the political news.

As a democracy country, Indonesia needs a media to deliver problem in their country. Journalist gives an opinion about this country and write it in the political news about President candidate. Beside that, the society is free to choose the President that they believe. As we know, they have many candidate to be a President in Indonesia. Every candidate wants to give the best and make Indonesia better. For example, all of media is full with the news about the Presidential candidate. It also helps society to choose their leader to build Indonesia be better future.

Selecting a news cannot be done easily. In the *Kompas* daily newspaper, there is a political media in political news of the Presidential Election. The writer will be focused on political media in Presidential Election in *Kompas* article. The writer puts the articles about Presidential Election from December until March. It can help the writer selectively to choose the news. The writer will know the political media on Presidential Election in *Kompas* daily newspaper and about candidates President by *Kompas* daily newspaper.

* 1. **Research Problems**

Discourse is the social practice well as vehicle to achieve social practices (Wodak & Meyer, 2001: 9).

Discourse is a form of message delivery backed in a particular context, history, and purpose. Thus, meanings need to take into account various aspects of the external. Mass media, as text, is not free from various its factors. The mass media on the particular context can express a particular interest such as politics, economics, and law.

According to Gramsci in Eriyanto (2001:103), the mass media can be a tool of hegemony. And according to Fowler (1991:4) news does not represent a more event, but includes also the values ​​that makes the media agencies. History has proved it; imaging and collective consciousness (common sense) is formed through the news. There is the use of the term or vocabulary (mention, labeling), grammatical, and textual structure, which is intended to build the image and constructing meaning. This is one of the power of language: able to build logic.

Thus, the mass media cannot be separated from the influence of ideology and power that shelter. No matter how open and independent media, it is shown to choose one candidate dominant to write in *Kompas* daily newspaper. The character exists in any media, including *Kompas*.

As we know, one of the media that is loaded with information is the press. The press is a reflection of the reality that emphasizes the news in the newspaper. The contents of the press in the form of news. In journalism, the truth cannot be claimed by either party, but in accordance with the actual facts of events. This is why the media is required to reveal the truth in fairness. One of the requirements of objectivity is often known as the news cover both side. All the news that is made to be objective, accurate, honest, accurate, complete, in accordance with reality and separate fact from opinion, and can be justified. Institutional press is required objective and neutral on all the facts.

Including the existence of the phenomenon of the 2014 Presidential Election, the voters of competition make it difficult to determine the choice of candidates for President and Vice President. All media participating in the success-candidate Presidential Elections by introducing the Presidential candidate and Vice Presidential candidate. In accordance with the four functions of the mass media (information, education, entertainment, and persuasive), the most prominent function is information. This is consistent with the purpose of the newspaper reading public that wants to know every event that is happening around.

The newspaper has its own charm in attracting readers. In many cases, especially media-related events involving the specially dominant politic and less dominant hand, and always describe unfavorable to the less dominant. It is described to make concerned of the writer.

The media wants to look neutral in the public. The mass media against reporting certain candidates more frequently than the other candidates, including a medium to candidates President alignments. That way, readers will also give opinion about the Presidential candidate of the dominant and non-dominant according to reports.

In Pasal 22 Undang-Undang Penyiaran (2002), said that "*lembaga penyiaran harus menampilkan muatan jurnalistik yang berimbang, adil dan tidak beritikad buruk. Dalam pasal yang sama dikatakan bahwa lembaga penyiaran harus menjaga independensi dan tidak dipengaruhi oleh pihak eksternal maupun internal, termasuk pemodal atau pemilik lembaga penyiaran".*

*(=*broadcasters must show the charge impartial journalism, fair and not act in bad faith. In the same article said that broadcasters must maintain independence and not be influenced by internal and external parties, including investors or owner broadcasters*)*

But in reality, *Kompas* writes more published about popular candidate in *Kompas* articles, compared to other candidates. Therefore, when the media is controlled by the political players, feared the public would be affected in any political opinion and again in determining the leader.

The writer will be focused on Presidential Election December until March. According to the Lembaga Survei dan Polling Indonesia (SPIN) on December 15, 2013 to January 10, 2014; in 33 provinces, 12 political parties election have fixed candidates for President in 2014 on March. Therefore, the writer wants to interpret the news of Presidential candidate in *Kompas* newspaper, the edition from December until March.

* 1. **Research Question**

In this study, the research problems are made mainly based on *Kompas* news, “An Analysis of News on Presidential Election in *Kompas* Daily Newspaper. The problems are as follows:

1. Who is the most popular candidate of 2014-2019 Presidential Election in *Kompas* daily newspeper?
2. How does *Kompas* write political news of popular Presidential candidate?

**1.4 Limitation of Study**

Newspaper has a lot of things that need to be studied, but the writer will be focus on political media in *Kompas* daily newspaper on articles. Writer will examine only the newspaper article semple of *Kompas* daily newspaper that will be investigated from December until March. The writer that will be reviewed on the *Kompas* daily newspaper to view the Presidential Election news and the discourse of the articles writen in *Kompas* daily newspaper.

**1.5 Objectives of Study**

The writer has a purpose of this paper. The purpose of this study is to analysis of political media in Presidential news in *Kompas* daily newspaper. In the *Kompas* daily newspaper, whether it has unfair news or not, the writer will research in the articles and the objectives of this study are :

1. To know popular candidate on political news in *Kompas* daily newspaper;
2. To interpret political news of popular President candidate during December until March in *Kompas* daily newspaper

**1.6 Significances of Study**

The writer thinks that significances are important to improve this work. This paper is to know about journalistic and help student to know the political media on Presidential Election in *Kompas* articles. The result of this paper had benefits. There are two benefits in this paper, the theoretical and the practical, are there :

**1.6.1. Theoretically Benefits**

1. knowing about political news in the *Kompas* daily newspaper
2. knowing the discourse on political news in *Kompas* daily newspaper
3. understanding about discourse news based on *Kompas* newspaper articles
4. studying research for knowing the problem of Indonesia in Presidential Election
5. giving information about political news published by the articles of *Kompas*

**1.6.2. Practical Benefits**

1. introducing the political news by journalist in *Kompas* daily newspaper;
2. helping readers to understand what the message from the Political News in *Kompas* daily newspaper;
3. practicing communicating our idea and our opinion to political news based on *Kompas* daily newspaper.

**1.7. Research Methodology**

This research is a descriptive qualitative research that refers to the method to formulate the conclusion by collecting, classifying, and interpreting the data of the research. The source of data of the research is the articles of *Kompas* daily newspaper published on December until March. All of the discourse in the articles of *Kompas* published on December until March 2014 are used as the data of the research. This research applies purposive sampling technique. This research based on discourse analysis by Van Dijk theory.

**Chapter II**

**Theoretical Foundation**

The chapter focus on theoritical foundation related to reasearch, consist the theories about Discourse Analysis, Mass Media and Mass Comunication Theory, Journalism, Theory News and Publication Theory, and Articles Theory. The theories are needed to help the writer in doing research. Here are the theories which the writer uses in the research.

**2.1 Discourse Analysis Theory**

Van Dijk in Sobur (2002:73) reveales the fact that there are many models of discourse analysis delivered by experts. Sobur mentions some models of discourse analysis as developed, one by Van Dijk (1998).

Van Dijk in Eriyanto (2003:8-13) cites the characteristics of discourse analysis. Here is the table:

|  |  |  |
| --- | --- | --- |
| **Discourse Structure**  | **Observed**  | **Elemens** |
| **Struktur Makro (Macro Structure)** | **Tematik**Tema/Topik yang dikedepankan dalam suatu beritaThemes / topics put forward in the news |   TopikTopics |
| **Superstruktur (Superstructure)** | **Skematik**Bagaimana bagian dan urutan berita diskemakan dalam teks utuhHow does the order of news and packaged in full text |   SkemaScheme |
| **Struktur Mikro (Micro Structure)** | **Semantik**Makna yang ingin ditekankan dalam teks berita, misalnya dengan memberi detil pada satu sisiatau membuat eksplisit satu sisi dan mengurangi detil sisi lain atau implisit(Want to emphasize the meaning of a text message, for example by giving details on one side or make explicit the one hand and the other hand to reduce detail atau implicit)**Sintaksis**Bagaimana kalimat (bentuk, susunan) yang dipilih.How sentences (shape, composition) are selected.**Stilistik**Bagaimana pilihan kata yang dipakai dalam teks berita.(How does the choice of words used in the text of the news)**Retoris**Bagaimana dan dengan cara penekanan dilakukan.(How and the way of emphasis is done) |   Latar, detil, maksud, pra-anggapan, nominalisasiBackground, detail, purpose, pre-supposition, nominalization Bentuk kalimat, Koherensi, Kata ganti. The form of sentences, Coherence, pronoun. LeksikonLexicon  Grafis, Metafora, Ekspresi.Graphics, Metaphor, Expression. |

Van Dijk submits three text structures. First, the macro structure. Second, the super structure, and, the microstructure. According to Van Dijk in Eriyanto (2002:6-7) an essay that analyzes of discourse analysis. He sees a couple of discourse structure consisting of levels, each of which supports each other.

Macro structure. It is a common global meaning of a text that can be understood by looking at the topic of a text. The theme of this discourse is not only the content, but also a certain side of an event.

The superstructure is a framework of text: how the structure and elements are arranged in the text as a whole.

Microstructure is a discourse that can be observed by analyzing the words, sentences, propositions, clause parafase used and so on.

The use of words, sentences, propositions, certain rhetoric by the media Van Dijk understands as a part of a strategy reporters. The use of certain words, phrases, particular style is not merely seen as a way of communicating, but it is seen as a political communication-a way to influence public opinion, creating support, streng then legitimacy, and get rid of the opponent or opponents. Discourse structure is an effective way to see the process of rhetoric and persuasion is executed when the person delivering the message. Certain words might be chosen to reinforce the choices and attitudes, shaping political consciousness, and so on.

According to Hall (Eriyanto, 2009: 29-30), in the establishment of reality there is an important role of language. Language and discourse are considered as an arena of social struggle and forms of defining reality. Language as perceived by the structuralist is tagging system. Reality can be marked differently on the same events. Different meanings can be placed on the same events. Discourse itself is understood as a social battle arena articulated through language. Reality is defined continuously through meaningful language practice as defining sellective the reality show. This result in an issue or event the real world does not contain or indicate the meaning of the integral, single and intrinsic. Meaning that appears only transformed meaning through language. According to Eriyanto (2009:34-35) language and symbolism is a device that produces meaning.

* 1. **Mass Media and Mass Communication Theory**
		1. **Mass Media**

Media as an important element of peoples and often termed as the fourth pillar of democracy, has a strategic role of elections. Dye and Zeigler in Pawito (2002:3) suggestthe presence of five functions politics in mass media :

1. Coverage (*Pemberitaan*)

Observe and report the mass media

1. Interpretation (*Interpretasi*)

Analyze and provide assessment of genesis

1. Socialization (*Sosialisasi*)

Media audiences respect new article notes - notes that applies

1. Persuasion (*Persuasi*)

The media tried to influence audience behavior such as in election campaign period

1. Agenda setting function

The media determines what determined regarding new articles issues, define problem solving as well as asking advice

While, that paled many functions, known as society is a function; information, education, explained social, and entertainment (Mursito2006: 18-19). Currently the mass media, including newspapers, does not only serves merely as a passive tool. According to McQuail (Mass Communication Theory, 1994:3) explains this phenomenon by giving some assumptions points in here:

• The media is changing and evolving industry that create jobs, goods and services, as well as turn the other related industries; media also an industry that has its own rules and norms that connects the institution withcommunity and other social institutions. On the other hand, institutions regulated by the public media.

• The mass media is the source of power control devices, management, and innovation within society that canutilized in lieu of the power or resources other.

• Media is a location (or forums) that the role to display the events of life society, both national level and internationally.

• The media often serve as a vehicle for development culture, not only in terms of developmen art forms and symbols, but also in terms of development ordinances, fashion, lifestyle , and norms.

• The media has become the dominant source not only for individuals to obtain a description and image of social reality, but also for the community and the group collectively; media presents the values ​​and judgments that desegregated with news and entertainment.

Referring to the previous description of the principal activities of mass communication, Pawito (2009:94-95) adds the function of mass media, namely the function of entertaining. Function is the presentation entertaining messages by the media regarding the things that can lead to a more relaxed atmosphere in the audience. In it is development, to a certain extent, this role appears to have political relevance premises. This is evident from the mass media presentation a political, propaganda, and political socialization.

As mentioned earlier, the mass media is important element in politics, and is termed as the fourth pillar of democracy. Therefore, the mass media have a strategic role in every organization of the presidential election. The mass media serves as a channel political communication. Political communication can be understood by a variety of viewpoints. McQuail in Pawito (2009:2) said:

“All processes of information (including fact, opinion, beliefs,etc.) transmission, exchange and search engaged in by participants in the course of institutionalized political activities”

These opinions can be concluded that the existence of political communication and actualization mark political institutions, which is also a function of the political system. Political communication is in a particular political system. As noted in the international journal "Media in the Game of Politics: Effects of Strategic Metacoverage on Political Cynicism , Vreese and Elenbaas (2008) mentioned:

… political communication has become an intrinsic part of the political story—not just in coverage of election campaigns butalso in coverage of governance and policy making.

Political communication is a process, in which the activities take place on an ongoing basis. There are at least five elements in political communication (Pawito, 2009: 6): (1) in actors or participants, (2) the message, (3) channel, (4) the situation or context, and (5) influence or effect.

**2.2.2 Mass Communication**

Communication is adopted from the English term "mass communication" stands for "Mass Media Communication" means communication using mass media.

According to Nurdin (2007:2)*“komunikasi massa adalah studi ilmiah tentang media massa beserta pesan yang dihasilkan pembaca atau pendengar atau penonton atau pembaca yang akan coba diraih dan efeknya terhadap mereka”*

(="mass communication is the scientific study of mass media and its messages generated readers or listeners or viewers or readers who will try to reach and its effect on them")

Based on this statement, the writers agrees that in mass communication, the message is conveyed by the mass media.

According to Mulyana (2001:75) “*komunikasi massa adalah komunikasi yang menggunakan media massa baik cetak maupun elektronik yang dikelola yang dikelola oleh suatu lembaga atau orang yang tersebar dibanyak tempat anonim dan heterogen. Pesan-pesannya bersifat umum, disampaikan secara serempak dan selintas (khususnya media elekronik)*.

(="mass communication is communication which is using mass media, managed on printed and electronic managed by an organization or person who scatters in many places anonymous and heterogeneous. The messages are general, and briefly presented simultaneously (especially electronic media).”

Based on the description above, it can be concluded that the mass media has a great influence in the formation of one's opinions and beliefs in a form of conveying messages, if it is strong enough to provide a basis in assessing something to cause certain forms.

Communication in the future is intended that the reader can utilize mass media as a medium which conveys information to be easy to understand. It can be a reference for choosing a Presidential candidate in accordance with the wishes of the reader.

According to Nurrudin in his book Mass Communication, mass media cannot be separated from an understanding of mass communication. Mass Communication is always associated with the transmission and spread the message. Basically, the communication is communication through the mass media both printed and electronic media (Nurudin, 2004:22). While the mass media is a tool used to disseminate the message to the masses simultaneously at the same time.

According to DeFleur and Dennis (Mursito, 2006:29), mass communication is a process in which professional communicators using the media to disseminate messages widely, rapidly, and continuously to create meaning that is expected in a large audience and varied in an effort to influence it in various ways.

Accordng to Mursito (Understanding Media Institute, 2006: 16-17), expresses the opinion of the three functions the principal activity of mass communication, namely; (1) control environment, (2) the correlation between the community in response to the environment, and (3) the transmission of the social heritage from one generation to the next. The third activity is usually coupled with a fourth function , namely (4) entertainment.

**2.3 Journalistic Theory**

The term of Journalistic comes from the Dutch "Journalistik", as well as the English term "Journal" which is based on the words of this journal, is a translation from the Latin "Diurna" which means daily or every day. (Effendy, 2001:151)

Based on the description above, it can be concluded that journalism is the process of searching and then process the information to be disseminated to the public through the news media either print media or electronic media. Effendy (2004) also explains that journalistic or journalism is derived from the world of journal, it means diary, record of daily events, or it could be a newspaper. Journal is derived from Latin, *diurnalis*, it is the human that work in journalistic field. The etymology of journalism comes from France, *journ* means as noteor daily report.

Sumadiria (2006:4) states that journalism, technically, is anactivity of preparing, searching, collecting, writing and reporting information forthe people through the media. Moreover, Mappatoto (1993, 69-70) quotes from three different arguments explaining journalism. They are:

1. …journalism embraces all the forms in which and through which the newsand the comments on the news reach public (Bond, 1961).

2. …the systemic and reliable gathering, writing, interpreting, processing,and disseminating of public information, public opinion and publicentertainment for publication in news papers, magazines, and broadcast(Wolseley, 1969).

3. …the occupation in which news is reported and interpretation and opinionbased on news are given (Emery, 1986).

All the definitions above have the element of news and publication. The main part of journalism is the way of getting, writing and producing the news and also publishing it in the media (printed and electronic media). In addition, news itself is the timely, concise, accurate report of an event, not the event (Koesworo, 1994:75). In addition, Koesworo (1994:75) concludes that news can be discribed:

1. News is new information of recent event.

2. News is timely report of anything of interest the most reader.

3. News is anything timely that interests a number of readers and the bestnews is that which has the greatest interest for the greatest of readers.

4. News is anything actually done, or existing, a statement of actuality.

5. News should be present only the rows fact the days event.

Journalist (a person who practices in journalism) has a big duty to make the complete, clear sentences, and accurate news. Journalistic is an activity that report every event or fact in a data. The activity consists of finding the data, writing the data, and analysis the data. Journalistic makes rules for journalists to make a note of every event that they see and hear.

Journalism is a method of inquiry and literary style that aims to provide a service to the public by the dissemination and analysis of news and other information. Journalistic integrity is based on the principles of truth, disclosure, and editorial independence. Journalistic mediums can very diversely, from print publishing to electronic broadcasting, and from newspaper to television channels, as well as to the web, and to digital technology. So, journalism reports the event that can be received by society.

One drawback of the newspaper is in the speed of delivering news. Compared to electronic media such as radio and television can be more quickly presenting news that just happened. Therefore one of the printed media, especially magazines, play to get the attention of the audience is to present a more in-depth news.

The usual depth news published in the magazine is written with a long story. How to deliver the news with a long story is not just a long-winded way of writing of events, they are: completeness of data arranged in a systematic and well organized. With the intention that readers are interested and dissolved in the long posts.

In modern society, the news media is the chief purveyor of information and opinion about public affairs. Journalism, however, is not always confined to the news media or to news itself, as journalistic communication may find its way into broader forms of expression, including literature and cinema.

**2.4 News and Publication Theory**

According to [Wikipedia](http://en.wikipedia.org/wiki/Newspaper), newspapers are most often published on a daily or weekly. A daily newspaper is issued every day (sometimes with the exception of Sundays and some national holidays). Most daily newspapers are published in the morning. Afternoon or evening papers are aimed more at commuters and office workers. While, weekly newspapers are commonly published once a week or once in two weeks.

In the element of news and publication by Koesworo, “the main part of journalism is the way in getting news, writing and producing the news and also publishing it in the media (printed and electronic media)”. In addition, news itself is the timely, concise, accurate report of an event, not the event. In addition, Koesworo (1994:75) concludes that news is as follows:

1. News is new information of recent event.

2. News is timely report of anything of interest the most reader.

3. News is anything timely that interests a number of readers and the bestnews is that which has the greatest interest for the greatest of readers.

4. News is anything actually done, or existing, a statement of actuality.

5. News should be present only the rows fact the days events

When a newspaper performs all the roles above or most of these tasks well, it becomes an integral part of human life, since printed words have a lasting power than spoken and visual image. Readers can refer to it again and again. Realizing that newspaper is the important things in terms of communication, journalist publishes newspaper daily and weekly. It gives the people both daily and weekly information.

* 1. **Article**

Mappatoto (1993:113) defines article as a factual composition of an event or problem as a part of newspapers, magazines, bulletins and other written texts to inform ideas, opinions or facts to the people. Moreover, divides articles into eleven types. They are as follows:

|  |
| --- |
| **Articles** |
| **NAME** | **Contents** |
| Biography  | Someone’s biography written by the journalist |
| Autobiography  | Biography written by their selves |
| History  | Everything related to the history |
| Journey  | Story of the journey which beats readers heart |
| Arguments  | A writing about a problem to get the solution |
| Narrations  | Fiction or non-fiction story explain structurally |
| Description  | The description of a thing, person, or situation |
| How-to-do-it  | Practically guidance to do something |
| Collectives  | Guidance to make something, such as cooking |
| Research  | Research report |
| News feature  | Text contains information about something |

From the kinds of articles above, one article that is relevant to be exposed in press is news feature because it is easy to be understood and compatible to be written in the newspaper. As a written text, an article has a contribution to the people in the case of news and information.

**Chapter III**

**Research Methodology**

This chapter provides the research methodology which illustrates mechanism of conducting the study. This chapter includes research design, procedure of data collection, and technique of data analysis. The writer focuses to articles of *Kompas* daily newspaper about political news of Presidential candidates.

* 1. **Research design**

The writer has a plan for analyzing the research. Before analysis the data, the writer uses design to make the research in easier. With research design, the writer can know the step that must be done. The writer starts from deciding the title, choosing the object, choosing the method for analyzing the object, and analysis the data.

According to Burns and Grove (2003:195) a research design as:

“a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”.

According to Parahoo (1997:142) a research design as:

“a plan that describes how, when and where data are to be collected and analysed”.

According to Polit (2001:167) a research design as: “the writer’s overall for answering the research question or testing the research hypothesis”.

The writer has a plan for analyzing the research. The writer conducts a research design starting from the planning stage. Before analysis the data, the writer must make a planning for easier analysis. Second, the writer analyzes *Kompas* articles. The writer puts an articles from *Kompas* newspaper December until March. The last step, the writer reports the result of discourse analysis of Political news in *Kompas* daily newspaper by Van Dijk. The writer reports the result of analysis of *Kompas* daily newspaper.

According to Sugiyono (2008:83) document study is a tool from the usage of observation and interview in qualitative method. The result credibility of qualitative research will be higher if it is engaging or using document study. As it is told by Bogdan, “In most tradition of qualitative research, the phrase personal document is used broadly to refer to any first person narrative produce by an individual which describes his or her own actions, experience, and beliefs”.

The research uses descriptive qualitative research. According to Usman and Akbar (1996:4) that refers to the method to formulate the conclusion by collecting, classifying, and interpreting the data were applied to this research. In descriptive research, the writer arranges the research systematically, based on the fact of the data. The writer only needs to describe the data based on the problem statements and found out the result of the problem statements.

According to Djajasudarma (1993:15), descriptive qualitative research, the collected data are not in numerical data. It can be in the form of words or pictures. In this case, the writer is interested to analyze the articles (words, phrases, and sentences) of *Kompas* daily newspaper. This research discusses about analysis discourse by Van Dijk in political news of *Kompas* daily newspaper.

This method is suitable with the model Van Dijk, the model of discourse analysis, which is the most widely used and developed by experts (Darma, 2009: 86), which includes micro and macro approach (Van Dijk, 2001: 354). Activities begin by identifying text elements that indicate actions, power and ideology, such as vocabulary, grammar, text structure also (micro analysis). Then, these elements are analyzed (interpreted, construed), to reveal two things, namely: Which way and how to shape the discourse in favor of the alignments (macro analysis).

Van Dijk in Sobur (2009:73-74) is the core analysis in corporates three dimensions, they are text, social cognition, and social context. In the text dimension, there is how the structure of text and discourse strategies used to emphasize a particular theme. At the level of social cognition, learned the news production process that involves text individual cognition of journalists representing media. The third aspect of the building while studying discourse that developed in the community will be a problem. Furthermore, third structure/ levels of discourse is the macro structure, superstructure, and microstructure, which are described as follows.

According to Denzin and Lincoln (2005) states, “Any attempt to give an essential definition of qualitative research requires a qualitative analysis of the circum stances that produce such a definition”. Although, interestingly, prior to this footnote, Denzin and Lincoln include some information as to what they believe to be a possible definition of qualitative research. According to Jacob (1987) , qualitative research is what qualitative researchers do.

Qualitative descriptive aims to describe, summarize various conditions, situations and social phenomena that exist in society which becomes the object of research that seeks to attract that reality into a character, or a description of the nature of the phenomenon itself.

The writer analyzes the article reporting research on Presidential candidates on political news in the *Kompas* daily newspaper from December to March.

**3.2 The Prosedures of Data Collection**

The writer uses the prosess of collection data from general to specific research questions. It makes the research activities in any project more focused in terms of data needed to answer the research questions. The questions are associated with data collection are some of the most important in any research. The writer does the proses of collecting data like:

 1) Determining the object of research. In this reasearch, the writer choose the news articles from *Kompas* daily newspaper as her object analysis.

2) When the data are collected, the writer makes sure the procedures indicate at exactly what point each piece of data is to be collected. After collecting the news articles from *Kompas* daily newspaper about Political News in Presidential Election in from December 2013-March 2014. The writer selects it and the writer found the news about political news of Indonesia in headline and political rubic "Indonesia Satu". The data for this study are taken from December 2013 until March 2014 from *Kompas* daily newspaper. The writer finds 105 news about Presidential Election candidates in political news. The writer chooses December-March because on December the political party have a candidates for being a President and on March, the last candidates for the party choose the candidates. The data is presented by this table:

Table 3.1 The data of political news in *Kompas* daily newspaper in edition December 2013 until March 2014

|  |  |  |
| --- | --- | --- |
| **No.** | **Presidential Candidate** | **Number of News** |
| 1. | Joko Widodo ( Jokowi ) | 35 news |
| 2. | Prabowo | 20 news |
| 3. | Aburizal Bakrie (Ical) | 9 news |
| 4. | Gita Wirjawan | 7 news |
| 5. | Marzzuki Alie | 7 news |
| 6. | Surya Paloh  | 6 news |
| 7. | Wiranto | 5 news |
| 8. | Yusuf Kalla (JK) | 5 news |
| 9. | Hatta Rajasa (Hatta) | 3 news |
| 10. | Yusril Iza Mahendra | 3 news |
| 11. | Rhoma | 3 news |
| 12. | Sutioso | 2 news |
| 13. | Surya Darma Ali | 2 news |

1. After that the writer analysis the most popular candidate in *Kompas*  daily newspaper, and gets the most pupular candidate presiden. The *Kompas* dailynewspaper publishes 35 articles about most candidate President. Then the writer puts 15 articles about the most published to be analysis by using Van Dijk theory.

4. After the writer finishes collected the data, the writer ensures that the data for research is correct. Becouse, the data for analysis is very important to make a research.

5. After that, the data is being analyzed and interpreted to answer the problem statements.

6. Finally, the writer draws conclusions.

This study is conducted to all candidates in the *Kompas* daily newspaper from December until March. The collection of sample uses "purposive sampling" technique which are the samples are suitable with the purpose of research. In this case, the writer obtains 105 samples that have the elements of daily newspaper, weekly, and monthly. The samples are representing every week in 3 months.

**3.3 The Technique of Collecting Data**

According to Sutrisno (1978:75) **s**ample is part of the population which is investigated; while sampling is the activity of collecting sampling**.** Moreover, Nawawi (1995:141) states that sample is collected based on the technique of sampling that is employed in the research, while population is all research objects (human beings, things, animals, plants, phenomena, test values, or events) as the sources of data which have special characteristic in research.

This research is used purposive sampling technique. The samples are all data which are suitable to the field study. The data are taken from the articles (15 articles). Data collection is conducted in research to use the method of observation and documentation of data. Observation can be interpreted as observation and recording. Meanwhile the study is to collect data documentation and done by collecting written data which is related to the research, both from the source documents as well as books, newspapers, magazines, etc. that can help in the data collection. The technique of collecting data in this research is document technique.

According to Gottschalk, the document (documentation), in an extensive definition, is a proving process which is based from any sources, such as writing, oral, or archeological. Based on the definition, the writer is going to put the data, which means the article political news in *Kompas* daily newspaper. The writer puts articles December 2013 until March 2014. The writer gets 15 news of the most populer President in *Kompas* daily newspaper as a usual in *Kompas* published. After the writer collects the political news articles from *Kompas* daily newspaper, the writer will analyze the data.

**3.4The Technique of Analyzing The Data**

Data collection is conducted by research studies using observation and documentation. It is commonly interpreted as observation and recording. The method of documentation is the way to collect data with the categorization and classification of written materials associated with research problems, both from the source documents as well as books, newspaper, magazine and others.

The writer analyzes the data from articles documents of *Kompas* daily newspaper. The writer continues to study of Political Mass Media, Political News, and Discourse Analysis by the research to know the meanings of political news in *Kompas* daily newspaper. After that, the writer tries to find the purpose of Political News in those articles and try to find the popular candidate President by *Kompas* daily newspaper.

To find the hidden meaning in news content, the writer conducts an analysis of discourse. The writer conducts a discourse analysis of the sample taken by purposive sampling. This is a descriptive qualitative research, the writer simply does the research in the form of text data.

The data of Technique of Analyzing are in several steps, as follows:

1. Classified the data analysis based on Van Dijk

* Macro structure. It is a common global meaning of a text that can be understood by looking at the topic of a text. The theme of this discourse is not only the content, but also a certain side of an event. Analyzing discourse in newspapers *Kompas* December to March 2014 uses analysis of Van Dijk and describes the macro structure according to the analysis of news discourse Van Dijk.
* The superstructure is a framework of text: how the structure and elements are arranged in the text as a whole thing. Analyzing discourse in newspapers *Kompas*  December to March 2014 uses analysis of Van Dijk and describes the super structure and underlines the sentence that contains elements of explicit and implicit to know more in favor *Kompas* against one of the candidates that are being conducted research.
* Microstructure is a discourse that can be observed by analyzing the words, sentences, propositions, clause paraphrase used and so on. Analyzing discourse in newspapers *Kompas* December until March 2014 uses analysis of Van Dijk and described the micro-structure that describes the word connotes a more prominent and see the hidden meaning of a text message.

2. Analyzing the 15 news about most popular candidate in *Kompas* daily newspaper Desember until March.

3. Describing the interpretations and making a result to described the discourse analysis of *Kompas* daily newspaper

4. Drawing conclusions.

**Chapter IV**

**Data Analysis and Finding**

Chapter IV is a part of analysis. This chapter answers the problem statements stated in the Chapter I based on the theory in Chapter II. On this chapter, the writer found the data of Political News in *Kompas* daily newspaper December until March 2014. The data analysis and finding of discourse analysis by Van Dijk theory consists of political news. Here are the data and analysis of the data:

 **4.1. Data**

Indonesia has chosen a new President on July 9 2014, following Indonesia choose the legislative elections on April 9 2014. In Indonesia, the Presidential Election 2014 followed by the 35 candidates for President and Vice President. There are 13 candidates in the mass media populer. The process during the registration period until the campaign is always interested to be review on the media, even the national media. It also applies to one of the national mass media in Jakarta, namely *Kompas* daily newspaper. The candidates of Vice President and President make the spotlight constantly, often become a headline in the *Kompas* daily newspaper, especially during the months of December until March 2014. As we know, the populer candidates for Vice President and President always make headlines throughout the mass media in Indonesia and world.

For three months, the *Kompas* daily newspaper publishes about President candidates. It contains news about the activities undertaken by the populer candidates President. The data are 105 news of Presidential candidates. The daily news of the candidate is most popular and most frequently reported in the daily newspaper *Kompas*. There are 35 news from December until March which contain the most popular candidate. Contents include news about the activities of the most popular Presidential candidate.

Among the 35 news, 15 of them is a special review of the activities undertaken by the most populer candidate, Joko Widodo (Jokowi), which becomes the most popular candidate. Fifteenth news about the activities of beginning of Presidential candidate election, the controversy popularity because of its activities, the electability contested by all parties, campaign support from the community, and eventually becomes the Presidential 2014 of the PDIP Perjuangan party, then it is used as subjects in this study. The following is a description of the news related to Joko Widodo (Jokowi).

Table 4.1 News of The Most Presidential Candidate in *Kompas* daily newspaper

|  |  |  |
| --- | --- | --- |
| **No.** | **Date**  | **The Title of News** |
| 1. | Monday, December 9, 2013 | Jokowi becomes a Candidate President, Face Prabowo First! (*Jokowi Menjadi Capres, Hadapi Prabowo Dulu*!) |
| 2. | Monday, December 16, 2013 | PDI-P Not Worried Jokowi Jumped to Other Party (*PDI-P Tak Khawatir Jokowi Loncat ke Partai Lain*) |
| 3. | Thursday, December 19, 2013 | Prabowo Welcomes of Discourse Duet Mega-Jokowi (*Prabowo Sambut Baik Wacana Duet Mega-Jokowi*) |
| 4. | Wednesday, December 25, 2013 | PKS: Jokowi-Aher is a Matching Couple (PKS: Jokowi-Aher Pasangan Serasi) |
| 5. | Friday, January 3, 2014 | Survey: in Cyberspace, Jokowi's Popularity is Invincible ( Survei: *Di Dunia Maya, Popularitas Jokowi Tak Terkalahkan*) |
| 6. | Friday, January 17, 2014 | PDB: Jokowi-JK Most Ideal Couple (*PDB: Jokowi-JK Pasangan Paling Ideal*) |
| 7. | Friday, January 17, 2014 | Electability of Jokowi Down, but Still Popular (*Elektabilitas Jokowi Turun, tetapi Tetap Terpopuler*) |
| 8. | Monday, January 20, 2014 | The Old PDIP Leaders Declares Pro Jokowi candidates 2014 (*Tokoh Tua PDIP Deklarasikan Pro Jokowi Capres 2014*) |
| 9. | Wednesday, January 29, 2014 | PDI-P Presidential Election Scenario: Mega-Jokowi or Jokowi Presidentil Candidates(*Skenario Pilpres PDI-P: Mega-Jokowi atau Jokowi Capres*) |
| 10. | Saturday, February 1, 2014 | Survey of IRC, Electability Jokowi More Than Double Prabowo (*Survei IRC, Elektabilitas Jokowi Dua Kali Lipat Prabowo*) |
| 11. | Monday, February 3, 2014 | Jokowi cadres PDI-P Have Loyalty Highly Tested (*Jokowi Kader PDI-P yang Miliki Loyalitas Sangat Teruji*) |
| 12. | Tuesday, February 4, 2014 | If Jokowi Not "Nyapres", then who? *(Jika Jokowi Tak "Nyapres", lalu Siapa*?) |
| 13. | Friday, February 28, 2014 | PDI-P Make Jokowi as Jurkamnas (*PDI-P Jadikan Jokowi sebagai Jurkamnas*) |
| 14. | Thursday, March 13, 2014 | Survey SSSG: Jokowi Still No. 1 (*Survei SSSG: Jokowi Tetap Nomor 1*) |
| 15. | Saturday, March 15, 2014 | I'm Ready to Implement (*Saya Siap Melaksanakan*) |

**4.2. Data Analysis Discourse**

**4.2.1. Jokowi becomes a Candidate President, First to Face Prabowo! (*Jokowi Menjadi Capres, Hadapi Prabowo Dulu*!)**

Table 1 The Elements of Analysis Discourse Van Dijk

Jokowi be a Candidate President, First to Face Prabowo!

Date: Monday, December 9, 2013

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | Tema : Rencana PDIP Perjuangan mempersiapkan dua skenario menjelang Pemilihan Presiden 2014The PDI-P party prepares two scenarios ahead of the Presidential Election 2014 | PDI Perjuangan membuat skenario pertama yakni mengusung duet pasangan internal, yaitu Megawati Soekarnoputri dan Jokowi, sedangkan skenario kedua adalah mengusung Jokowi dan calon wakil presiden dari tokoh partai lain.PDI-P party prepares first scenario which carries the internal duet partner, Megawati Sukarnoputri and Jokowi, while the second scenario is carrying Jokowi and vice-Presidential candidate of the other party leaders |
| Superstruktur (Superstructure) | Paragraf 4Seperti diberitakan, PDI Perjuangan mempersiapkan dua skenario menjelang Pemilihan Presiden 2014. Skenario pertama yakni mengusung duet pasangan internal, yaitu Megawati Soekarnoputri dan Jokowi, sedangkan skenario kedua adalah mengusung Jokowi dan calon wakil presiden dari tokoh partai lain.Paragraph 4As reported, the PDI-P party prepares two scenarios ahead of the Presidential Election 2014. First scenario which carries the internal duet partner, namely Megawati Sukarnoputri and Jokowi, while the second scenario is carrying Jokowi and vice-Presidential candidate of the other party leaders | Deduktif (Umum-Khusus)Umum: PDI Perjuangan mempersiapkan skenario pemilihan presiden 2014.Khusus: Jokowi dicalonkan untuk menjadi calon wakil presiden atau menjadi calon presiden. Deductive (General- Specific)General : PDI Perjuangan prepare to scenarios of Presidential Election 2014Spesific : Jokowi is nominated to be a candidate for Vice President or becoming a Presidential candidate |
| Paragraf 5Menurut Wakil Sekretaris Jenderal PDI Perjuangan Hasto Kristianto, internal partainya sudah membuat kajian dan survei yang memunculkan nama Jokowi dan Megawati. Internal, katanya, masih mengharapkan sosok kepemimpinan Megawati untuk mengatasi persoalan krisis bangsa pada era mendatang. Sosok Mega juga dianggap bisa melindungi Jokowi dari serangan politik yang mulai gencar terjadi.Paragraph 5According to the Deputy Secretary General of PDIP Perjuangan, Hasto Kristianto, internal party had made ​​a study and survey that gave the name Jokowi and Megawati. Internally, he said, still expecting a figure of Megawati's leadership to stop the issue of the crisis in the nation era next. Mega's figures also considered to protect Jokowi in political attacks that have stepped happen. | Deduktif (Umum-Khusus)Umum : internal partai membuat kajian yang memunculkan nama Jokowi dan MegawatiKhusus: masih mengharapkan Megawati mejadi sosok pemimpinDeductive (General – Specific)General : the internal party made the assessment that gave rise to the name Jokowi dan MegawatiSpesific : still expert Megawati became a leader |
| Struktur Mikro (Micro Structure) | Paragraf 1Partai Gerindra mengaku tak mau berspekulasi soal peluang kadernya, Wakil Gubernur DKI Jakarta Basuki Tjahaja Purnama (Ahok), untuk menduduki posisi gubernur. Wakil Ketua Umum Partai Gerindra Edhy Prabowo mengatakan, jika Jokowi ternyata maju dalam pilpres, maka ia harus berhadapan dengan capres Partai Gerindra, Prabowo Subianto.Paragraph1Gerindra is admitted to not want to speculate about the chances ofits cadres, Vice Governor of Jakarta Tjahaja Basuki Purnama (Ahok), for the position of governor. Vice Chairman Gerindra Edhy Prabowo said, if Jokowi turns ahead in the Presidential Election, then he had to deal with candidates Gerindra, Prabowo.Paragraf 1 baris 1"Saya pikir, apa pun yang terjadi, apakah Jokowi akan maju, kami akan hadapi. Ahok jadi gubernur kalau Jokowi menang. Ya, menang dulu dong," ujar Edhy di Kompleks Parlemen, Jakarta, Senin (9/12/2013).Paragraph 1, line 1"I think, no matter what happens, whether Jokowi going forward, we will face. Ahok be governor if Jokowi win. Yeah, please first win," said Edhy in Parliament Complex, Jakarta, Monday (12/09/2013).Paragraf 3Edhy mengaku tak mempersoalkan pertemuan Basuki dengan Ketua Umum PDI Perjuangan Megawati Soekarnoputri dan para pengurus partai berlambang banteng itu. Menurutnya, pertemuan itu adalah hal yang a mengingat Basuki kini sudah menjadi milik publik. "Kami dari partai hanya bisa mengawasi, menjalankan. Apa pun isinya, pasti kami dukung. Kalau tidak bagus, kami tegur," ucapnya.Paragraph 3Edhy admitted to not question the Basuki meeting with the Chairman of the PDIP Party Megawati Sukarnoputri and the managers of the party bearing the bull. According to him, the meeting is not unusual considering Basuki has now become public property. "We could only watch from the party, run. Whatever its content, we must support. Otherwise good, we scolds," he said.Paragraf 5Menurut Wakil Sekretaris Jenderal PDI Perjuangan Hasto Kristianto, internal partainya sudah membuat kajian dan survei yang memunculkan nama Jokowi dan Megawati. Internal, katanya, masih mengharapkan sosok kepemimpinan Megawati untuk mengatasi persoalan krisis bangsa pada era mendatang. Sosok Mega juga dianggap bisa melindungi Jokowi dari serangan politik yang mulai gencar terjadi.Paragraph 5According to the Deputy Secretary General of PDIP Hasto Kristianto, internal party has made ​​a study and a survey that gave rise to the name Jokowi and Megawati. Internally, he said, still expecting a figure of Megawati's leadership to address the issue of the crisis of the nation on the coming era. Mega figure also thought to protect Jokowi of political attacks that began aggressively happen. | Latar (Pro-Prabowo)Background(Pro-Prabowo)Eksplisit (Pro-Prabowo)Eksplisit (Pro-Prabowo)Eksplisit (Pro-Prabowo)Explicit(Pro-Jokowi)Implisit (Pro-Megawati)Implicit(Positive Megawati) |
|  | Sintaksis Paragraf 2 baris 1"Saya pikir, apa pun yang terjadi, apakah Jokowi akan maju, kami akan hadapi.SyntacticParagraph2line1"I think, no matter what happens, whether Jokowi going forward, we will face. Paragraf 3 baris 5Kami dari partai hanya bisa mengawasi, menjalankan. Apa pun isinya, pasti kami dukung. Kalau tidak bagus, kami tegur,"Paragraph3line5We could only watch from the party, run. Whatever the contents, we definitely support. If it is not good, we were colded, " | Kata ganti “Saya” sebagai ungkapan kata ganti orang pertamaKata ganti “kami” menciptakan perasaan yang sama kepada khalayakThe pronoun"I" as an expression of the first person pronounThe pronoun"we" create the same feeling to the audienceKata ganti “kami” menciptakan perasaan yang sama kepada khalayakThe pronoun "we" create the same feeling to the audience |

Based on the above discourse analysis, this news is about the nomination review of Joko Widodo (Jokowi) when he becomes a presidet candidate and it is responded by Prabowo. In accordance with the above discourse of news.

**Partai Gerindra mengaku tak mau berspekulasi soal peluang kadernya, Wakil Gubernur DKI Jakarta Basuki Tjahaja Purnama (Ahok), untuk menduduki posisi gubernur. Wakil Ketua Umum Partai Gerindra Edhy Prabowo mengatakan, jika Jokowi ternyata maju dalam pilpres, maka ia harus berhadapan dengan capres Partai Gerindra, Prabowo Subianto. (Paragraf 1)**

Gerindra admitted to not want to speculate about the chances of its cadres, Vice Governor of Jakarta Tjahaja Basuki Purnama (Ahok), for the position of governor. Vice Chairman Gerindra Edhy Prabowo said, if Jokowi turns ahead in the Presidential Election, then he had to deal with candidates Gerindra, Prabowo. (Paragraph 1)

The writer concludes that the discourse is directed to the reader to determine that *Kompas* violences Prabowo who said that, “If Joko Widodo became the Presidential candidate, face Prabowo first.” In fact, the survey results from various media, explaining that Jokowi is superior in terms of its popularity and the strongest candidate in comparison to other Presidential candidates.

According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, meanwhile implicit means something that is not expressed clearly, thus is not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme. The theme of this discourse is supported by way of storytelling (schematic) specific, it is how one event with another event is arranged in a text message. There are two inter-related events in the text of this news. First, how to tell PDIP preparing scenarios for both the Presidential Election 2014 and how Prabowo attacking Jokowi not to want to be nominated, so it will not face Prabowo Presidential candidate to win a seat.

**Kami dari partai hanya bisa mengawasi, menjalankan. Apa pun isinya, pasti kami dukung. Kalau tidak bagus, kami tegur, (Paragraf 3 baris 5)**

We could only watch from the party, to run it. Whatever the contents are, we definitely support them. If it is not good, we scold them. (Paragraph 3 line 5)

In this discourse, the word 'face' has a meaning in the unfavorable connotations. With the added number of the word "we" and "me" makes the phrase in the text of the news want to give the impression of a same feeling to the reader.

**4.2.2. PDI-P Not Worried Jokowi Jumped to Other Party (*PDI-P Tak Khawatir Jokowi Loncat ke Partai Lain*)**

Table 2 The Elements of Analysis Discourse Van Dijk

PDI-P Not Worried Jokowi Jumped to Other Party (*PDI-P Tak Khawatir Jokowi Loncat ke Partai Lain*)

Date: Monday, December 16, 2013

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikElektabilitas Jokowi tinggi membuat semua partai ingin mengusungnya untuk bergabungThematicThe high electability of Jokowi make all parties want carried him to join | Elektabilitas Joko Widodo yang sangat tinggi membuat sejumlah partai mulai mendekati Jokowi untuk diusung sebagai calon presiden dan calon wakil presiden, tetapi PDIP yakin bahwa Joko Widodo tidak akan tertarik dengan berbagai tawaran.Electability Joko Widodo very high made ​​a number of parties begin to approach Jokowi nominated as a candidate for the Presidential and vice-Presidential candidate, but PDIP sure that Joko Widodo not be interested to the offer. |
| Superstruktur (Superstructure) | Paragraf 1Elektabilitas Gubernur DKI Jakarta Joko Widodo yang sangat tinggi membuat sejumlah partai mulai mendekati Jokowi untuk diusung sebagai calon presiden dan calon wakil presiden. Hal ini pun disadari PDI Perjuangan. Namun, PDI Perjuangan yakin Jokowi tak akan tergiur tawaran dari partai lain meski nantinya tidak diajukan sebagai capres dari partainya. Paragraph1Electability of Jakarta Governor Joko Widodo very high to make a number of the party began to approach Jokowi nominated as a candidate for the Presidential and vice-Presidential candidate. It is also realized the PDI-P. However, PDI-P will not be tempted to believe Jokowi bids from other parties will not be filed even as the Presidential candidate ofhis party. | Deduktif (umum-khusus)Umum : Elektabilitas Jokowi sangat tinggi membuat semua partai ingin mengusungnyaKhusus : PDIP perjuangan yakin Jokowi tidak akan tergiurDeductive(general-specific) General: The electability of Jokowi very high making all parties want and carriedSpecific: PDIP Perjuangan sure Jokowi will not be tempted |
| Struktur Mikro (Micro Structure) | Paragraf 2"Jokowi adalah potret seorang poltisi yang sangat hargai loyalitas partai yang ada. Jadi tidak mungkin seperti itu," ujar Ketua DPP PDI Perjuangan Maruarar Sirait di Kompleks Parlemen, Jakarta, Senin (16/12/2013). paragraph 2 "Jokowi is a portrait of a highly valued poltisi party loyalty there. So it might not like it," said Chairman PDIP Maruarar Sirait in Parliament Complex, Jakarta, Monday (16/12/2013).Paragraf 3Maruarar mengatakan, loyalitas Jokowi kepada partai patut diacungi jempol. Pasalnya, ia tetap loyal meski nantinya tidak diajukan sebagai capres. Paragraph3Maruarar said, loyalty to the party Jokowi must be thum up. The reason, he will remain loyal despiten of filed as a candidate.Paragraf 4Menurutnya, yang tidak terungkap selama ini adalah hubungan antara Megawati dan Jokowi. Megawati, sebut Maruarar, tidak pernah merasa cemburu dengan elektabilitas Jokowi yang melejit. Di sisi lain, Jokowi tidak ambisius mencari posisi capres.Paragraph4According to him, were not revealed so far is the relationship between Megawati and Jokowi. Megawati, call Maruarar, never felt jealous with the electability of Jokowi sky rocketed. On the other hand, Jokowi not ambitious candidate looking for a position. | Latar (Pro-Jokowi)Background (Pro-Jokowi)Latar (Positif Jokowi)Background (Positive Jokowi)Eksplisit(Positif Jokowi)Explicit(Positive Jokowi) |
|  | Paragraf 5 baris 1"Dia potret politisi yang loyal. Dia tidak akan mungkin jadi capres tanpa dukungan Ibu Mega," imbuhnya.Paragraph 5 line 1"He's portrait loyal politicians. He will not likely be a candidate without the support of Mega," he added. Paragraf 3 baris 1Maruarar mengatakan, loyalitas Jokowi kepada partai patut diacungi jempolParagraph 3 line1Maruarar said, loyalty Jokowi to the party must be thumb up  | Kata ganti “Dia” sebagai kata ganti orang ketigaThe pronoun"He/She" asthe third personAcungi Jempol = Hebat/ terbaikThumb up = Great / best |

Based on the discourse analysis, review of Jokowi electability is very high. The news seems to promote and provide a positive image for Joko Widodo (Jokowi) to the reader. This is supported by the preparation of a discourse scheme that supports Jokowi. The writer concludes that the most appropriate candidate.

The presence of the word "thumb up" makes the Jokowi promotional stronger, so it looks very clear and explicit.

**Maruarar mengatakan, loyalitas Jokowi kepada partai patut diacungi jempol (paragraf 3 baris 1)**

Maruarar said, loyalty Jokowi to the party must be thumb up (paragraph 3 line 1)

Because, it explains how Jokowi electability and loyalty that should be in “thumb up”. This text aims to encourage the reader choose the most appropriate Jokowi as compared to other candidates. The goal is explained by the positives and written ability repeatedly. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme.

**4.2.3. Prabowo Welcomes of Discourse Duet Mega-Jokowi (*Prabowo Sambut Baik Wacana Duet Mega-Jokowi*)**

Table 3 The Elements of Analysis Discourse Van Dijk

Prabowo Welcomes of Discourse Duet Mega-Jokowi (*Prabowo Sambut Baik Wacana Duet Mega-Jokowi*)

Date: Thursday, December 19, 2013

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikPrabowo menyambut baik wacana PDI-P thematicPrabowo welcomed the discourse PDI-P  | Prabowo menyambut baik wacana PDI-P mengusung jokowi. Siapapun pemenangnya, harus adil dan benar-benar dipilih oleh rakyat. Prabowo welcomed the discourse PDI-P carries Jokowi. Whoever the winner, to be fair and truly elected by the people. |
| Superstruktur (Superstructure) | Paragraf 1Ketua DPP Partai Gerindra Prabowo menyambut baik wacana PDI-P yang akan mengusung duet mantan Presiden Megawati dan Gubernur DKI Jakarta Joko Widodo sebagai pasangan calon presiden dan calon wakil presiden pada Pemilu 2014.Komisi Pemilihan Umum (KPU) harus benar-benar membuat daftar pemilih tetap (DPT) yang dijamin berkualitas sehingga kualitas pemilu bisa terjaga. Paragraph1DPP Chairman welcomed Gerindra Prabowo discourse of PDI-P who will carry the duo of former President Megawati and Jakarta Governor JokoWidodo as a couple Presidential candidate and Vice Presidential candidatein the 2014 election. General Elections Commission (KPU) should really make the final voters list (DPT) are quality guaranteed so that quality can be maintained election. | Deduktif (Umum-Khusus)Umum: calon presiden 2014Khusus : Prabowo menyambut baik wacana pengusungan duet Mega JokowiDeductive (General- Specific)General: Presidential candidates 2014Specific: Prabowo welcomed the discourse duet Mega Jokowi |
| Struktur Mikro (Micro Structure) | SematikParagraf 7Sebelumnya, Wakil Sekretaris Jenderal PDI Perjuangan Hasto Kristiyanto yakin bahwa partainya akan kuat pada 2014 jika menduetkan Mega-Jokowi. paragraph7Earlier, Deputy Secretary General of PDIP Hasto Kristiyanto sure that the party is going strong in 2014 when the duo Mega-JokowiParagraf 8Megawati dan Jokowi dianggap sebagai pasangan calon presiden yang komplet dan mewakili semuanya.paragraph8Megawati and Jokowi considered as a Presidential candidate pairs are complete and represente everything | Implisit (Pro-Jokowi)Implicit(Pro-Jokowi)Eksplisit (Pro-Jokowi)Explicit( Pro-Jokowi) |
| SintaksisParagraf 5 baris 1Yang penting rakyat yang menentukan, kita samakan gagasan kita dan ujungnya harus ke rakyat.syntactic Paragraph 5 line 1 The important thing is the people who determine, we equate our idea and ends should be to the people. SlintasisParagraf 8 baris 3elektabilitas tinggi sehingga mampu “mendongkrak” elektabilitas Megawati. Slintasis Paragraph 8 line 3 elektability high so as can "boost" electability’s Megawati. | Kata ganti “kita” kata ganti orang ke tiga, menyamakan pendapatThe pronoun"we" pronoun third person, equating the opinionKata “mendongkrak” / menaikanThe word"boost" /raise |

Based on the above discourse analysis, the article is written with the explicit and clear manner. The section elements of discourse (thematic, schematic, semantic, syntactic, stylistic, rhetorical) that support it are most of the support for Jokowi and Megawati's candidacy. Through thematic analysis, there are two different contents of the theme. In discourse, it still highlights the best duet between Jokowi and Megawati.

**Megawati dan Jokowi dianggap sebagai pasangan calon presiden yang komplet dan mewakili semuanya. (Paragraf 8)**

Megawati and Jokowi are considered to be a complete pair of Presidential candidate and representing everything (paragraph 8)

From the analysis above, there is the word "complete" of the show how Jokowi can be the best partner who will lead Indonesia in the future. The explanation is supported by a strong figure.

The presence of the pronoun "we" clarifies common understanding. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas*  daily newspaper clearly and more understood according to the theme.

**4.2.4. PKS: Jokowi-Aher Matching Couple (*PKS: Jokowi-Aher Pasangan Serasi*)**

Table 4 The Elements of Analysis Discourse Van Dijk

Prabowo Welcomes of Discourse Duet Mega-Jokowi (*Prabowo Sambut Baik Wacana Duet Mega-Jokowi*)

Date: Wednesday, December 25, 2013

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | Tematik Jokowi dan Ahmad Heriawan diwacanakan menjadi rekan duetthematicJokowi and Ahmad Heriawan is discoursed into duo partner | Jokowi dan Ahmad Heriawan sangat cocok bila dipasangkan menjadi pasangan duet presiden dan wakil presiden, karena memiliki komunikasi yang cukup baikJokowi and Ahmad Heriawan is perfect when paired in to duet partner President and Vice President, because it has a very good communication |
| Superstruktur (Superstructure) | Paragraf 2"Chemistry keduanya nyambung dan dua-duanya berprestasi," kata Mardani. Menurut Ketua DPP PKS ini, pasangan Jokowi-Aher berpeluang besar memenangkan Pilpres 2014. Sebab, menurutnya, Jawa Barat merupakan provinsi dengan penduduk terbesar sehingga dinilai akan meraup suara besar jika keduanya menjadi pasangan capres dan cawapres.Paragraph2"Chemistry both disconnected and both excel," said Mardani. According to the Chairman of the DPP PKS, Jokowi-Aher great opportunity to win the Presidential Election 2014 because, according to him, West Java, the province with the largest population so assessed will reap great sound if the two became a couple and Vice Presidential candidates | Deduktif (Umum-khusus)Umum : Jawa Barat merupakan provinsi dengan penduduk terbesarKhusus : Jokowi-Aher berpeluang besar memenangkan Pilpres 2014Deductive(general-specific) General: WestJava,the province with the largest populationspecific; Jokowi-Aher great opportunity to win the Presidential Election 2014 |
| Struktur Mikro (Micro Structure) | Sintaksis Paragraf 4"Selain itu publik punya harapan Indonesia lebih sejahtera," kata Mardaniparagraph4"In addition, the publich as expectations of a more prosperous Indonesia," said MardaniParagraf 3Pasangan Jokowi-Aher berpeluang besar memenangkan Pilpres 2014. Sebab, menurutnya, Jawa Barat merupakan provinsi dengan penduduk terbesar sehingga dinilai akan meraup suara besar jika keduanya menjadi pasangan capres dan cawapresParagraph 3 Jokowi-Aher great opportunity to win the 2014 Presidential Election because, according to him, West Java, the province with the largest population so assessed will reap great sound if the two became a couple and Vice Presidential candidates | Eksplisit (Pro-Jokowi)Explicit (Pro-Jokowi)Eksplisit (Pro-Ahmad Heriyawan)Explicit (Pro-Ahmad Heriyawan) |
| SintaksisParagraf 2 baris 1"Chemistry keduanya nyambung dan dua-duanya berprestasi,"Paragraph2line1"Their chemistry are connected and they are so excellent,"Paragraf 4"Selain itu publik punya harapan Indonesia lebih sejahtera," Paragraph 4"In addition, the public as expectations of a more prosperous Indonesia,"  | Kata hubung “dan” untuk menghubungkan dua kataConjunction "and" to connect two wordsKata “harapan” menggambarkan kesamaan perasaan sehatiThe word "hope" that seem to equate the feeling among put together |

Based on the discourse, it contains the news about Jokowi and Aher as the most mismatched couple. In the content analysis of discourse, it is explaining how strong the relationship that will create a better Indonesia when they are put together.

**"Selain itu publik punya harapan Indonesia lebih sejahtera," (Paragraf 4)**

"In addition, the public has expectations of a more prosperous Indonesia," (Paragraph 4)

There is the word "hope" that seem to equate the feeling among Indonesian people who want a much more advanced when Jokowi Aher could put together. In fact, Aher also has a lot of promise that can not be fulfilled, one of which makes a free 12-year study, which to date, has not been fulfilled.

At the end of the discourse, repetition is done to strengthen then the back. So that people actually believe that the duo, Jokowi-Aher, will quite well advanced in the Presidential Election 2014. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas*  daily newspaper clearly and more understood according to the theme.

**4.2.5. Survey: in Cyberspace, Jokowi's Popularity doesn't Invincible ( Survei: *Di Dunia Maya, Popularitas Jokowi Tak Terkalahkan*)**

Table 5 The Elements of Analysis Discourse Van Dijk

Survey: in Cyberspace, Jokowi's Popularity doesn't Invincible ( Survei: *Di Dunia Maya, Popularitas Jokowi Tak Terkalahkan*)

Date: Friday, January 3, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | Tematik Popularitas Joko Widodo tak terkalahkan di dunia mayaThematicJoko Widodo;s popularity is unbeaten in cyberspace | Jokowi paling sering dibicarakan sepanjang tahun 2013 di media sosial mengalahkan kandidat calon presiden lainnyaJokowi most frequently discussed throughout the year 2013 in the social media beat the other Presidential candidates |
| Superstruktur (Superstructure) | Paragraf 1Popularitas Gubernur DKI Jakarta Joko Widodo juga terjadi di dunia maya. Berdasarkan penelitian Prapancha Research, nama Jokowi paling sering dibicarakan sepanjang tahun 2013 di media sosial mengalahkan kandidat calon presiden lainnyaParagraph 1 The popularity of Jakarta Governor, Joko Widodo, also occurs in cyberspace. Based on Prapancha Research, Jokowi’s name is most often discussed during the year 2013 in the social media, beats the other Presidential candidates  Paragraf 2Peneliti Prapancha Research, Muhammad Nirasma, menjelaskan, penelitian yang dilakukannya terhadap perbincangan di akun media sosial, Twitter, forum, dan blog didasarkan pada pencarian keyword atas tokoh-tokoh bakal capres. Hasilnya, nama Jokowi berada di posisi teratas dengan jumlah perbincangan sebesar 6,9 juta (84 persen).Paragraph 2 Writers Prapancha Research, Muhammad Nirasma, explains his research on the conversation in the social media accounts, Twitter, forums, and blogs are based on the keyword search above figures would be a candidate. The result, Jokowi name in the top position with a number of conversations of 6.9 million (84 percent) | Deduktif (Umum-Khusus)Umum : nama Jokowi paling sering dibicarakan sepanjang tahun 2013 di media sosialKhusus : Popularitas Gubernur DKI Jakarta Joko Widodo juga terjadi di dunia mayaDeductive (General- Specific)General: Jokowi name most often discussed during the year 2013 in the socia lmediaSpecific: Popularity Jakarta Governor Joko Widodo also occur in cyberspaceDeduktif (Umum-Khusus)Umum : Jokowi berada di posisi teratas dengan jumlah perbincangan sebesar 6,9 jutaKhusus : penelitian yang dilakukannya terhadap perbincangan di akun media sosial, Twitter, forum, dan blog didasarkan pada pencarian keyword atas tokoh-tokoh bakal capresDeductive(General-Specific) General: Jokowi in the top position with a number of talks by 6.9 millionSpecific: research done on the conversation in the social media accounts, Twitter, forums, and blogs are based on the keyword search above figures would be a candidate |
| Struktur Mikro (Micro Structure) | Sematik Paragraf 3Nirasma menjelaskan, dominasi perbincangan Jokowi di ranah digital ini memperlihatkan citra Jokowi di berbagai saluran informasi sangat positif. Paragraph3Nirasma explained, Jokowi conversation dominance in the digital realm Jokowi image shows on various channels of information are very positive.Paragraf 4Untuk kajian ini, Prapancha Research menggunakan alat ukur dari perbincangan di forum dan blog. Hasilnya, perbincangan tentang Jokowi melampaui perbincangan tentang partainya sendiri, PDI Perjuangan, yang hanya disebut 1.006 kali.Paragraph4Forthis study, Prapancha Research using theme as using tool of discussion in forums and blogs. As a result,the talk about the talk about Jokowi beyond his own party, PDI-P, which is simply called 1,006 times.Paragraf 6Nirasma menjelaskan, perbincangan Jokowi bahkan lebih banyak berbicara soal tingkat keterpilihannya dalam Pemilu 2014 mendatang, yakni sebanyak 8.700 kali perbincangan. Paragraph6Nirasma explained, Jokowi conversation even more talk about the level of his election in the 2014 general election, which isas much as 8,700 times the conversation.  | Eksplisit (Pro-Jokowi)Explicit(Pro-Jokowi)Eksplisit (Pro-Jokowi)Explicit(Pro-Jokowi)Eksplisit (Pro-Jokowi)Explicit(Pro-Jokowi) |
| Paragraf 4 baris 1Dominasi perbincanggan Jokowi di ranah digitalParagraph 4 line 1Jokowi conversation dominance in the digital realmParagraf 4 baris 2Citra Jokowi di berbagai saluran informasi positifParagraph 4 line 2Jokowi image in a variety of information channels positive | Kata dominasi dalam kamus Indonesia yaitu penguasaan oleh pihak yg lebih kuat terhadap yg lebih lemahDominance in the Indonesian dictionary word that is control by the more powerful to weakerKata citra dalam kamus Indonesia yaitu gambaran diriThe Image in Indonesian dictionary word is self-image |

Based on discourse analysis, it is re-explained how the popularity of Jokowi is undefeated, both in the media and in cyberspace.

**Citra Jokowi di berbagai saluran informasi positif (Paragraf 4 baris 2)**

Jokowi’s image in a variety of information channels positive

(Paragraph 4 line 2)

There is the word "image" is in the dictionary Indonesian means self image, so that the protrusion is visible from above discourse. In this discourse, the word "we" makes the phrase in the text of the news want to give the impression to the reader the same feeling. Jokowi also portrays a positive image that will support the actual election later.

**Dominasi perbincanggan Jokowi di ranah digital (Paragraf 4 baris 1)**

Jokowi conversation domination in the digital realm (Paragraph 4 line 1)

The word "domination" is impressed less well, in terms of Indonesian dictionary which explains the dominance over the control by the stronger side to the weaker party. This was explicitly want to explain that the advantage Jokowi will beat other candidates according to various survei community. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme.

**4.2.6. PDB: Jokowi-JK Most Ideal Couple (*PDB: Jokowi-JK Pasangan Paling Ideal*)**

Table 6 The Elements of Analysis Discourse Van Dijk

PDB: Jokowi-JK Most Ideal Couple (*PDB: Jokowi-JK Pasangan Paling Ideal*)

Date: Friday, January 17, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikJokowi dan JK pasangan paling ideal ThematicJokowi and JK is most ideal partner | Kedua pasangan itu memiliki elektabilitas yang tinggi dibandingkan pasangan lainThe two couples have a high electability than other couples |
| Superstruktur (Superstructure) | Paragraf 2Dalam hasil survey Pusat Data Bersatu (PDB), kedua tokoh tersebut kembali dipasangkan dan didaulat sebagai pasangan paling ideal. “Kedua pasangan itu memiliki elektabilitas yang tinggi dibandingkan pasangan lain,” kata peneliti PDB Didik J Rachbini saat acara "Catatan Politik 2014, Survei Popularitas dan Elektabilitas Capres" di Jakarta, Jumat (17/1/2014).Paragraph2In the survey results of the Unified Data Center (GDP), the two menre-paired and asked as the ideal partner. "The two couples that have high electability compared to other couples," said Didik J Rachbini writers GDP during the event" Political Notes 2014,Survey popularity and electability Candidates" in Jakarta, Friday (01/17/2014). Paragraf 3Berdasarkan survei PDB, tingkat elektabilitas pasangan Jokowi – JK mencapai 17,4 persen. Kendati demikian, Didik mengungkapkan, jika masih banyak masyarakat yang belum menjatuhkan pilihannya untuk memilih pasangan capres dan cawapres yang akan dijagokannya.Paragraph3Based on a surveyof GDP, the level of electability Jokowi-JK reached 17.4 percent. Never the less, Didik said, if there are still many people who do not impose his choice to choose a partner and Vice Presidential candidates will be championed. | Deduktif (Umum-Khusus)Umum : Kedua pasangan itu memiliki elektabilitas yang tinggi dibandingkan pasangan lainKhusus: kedua tokoh tersebut kembali dipasangkan dan didaulat sebagai pasangan paling idealDeductive(General-Spesific) General: Both couples that have high electability high compared to other couplesSpecific: re-paired the two men and asked as the most ideal partnerDeduktif (Umum-Khusus)Umum : banyak masyarakat yang belum menjatuhkan pilihannya untuk memilih pasangan capres dan cawapresKhusus : elektabilitas pasangan Jokowi – JK mencapai 17,4 persenDeductive (General-Specific) General: many people who do not impose his choice to choose a partner and Vice Presidential candidates Specific: Jokowi electability - JK reach 17.4 percent |
| Struktur Mikro (Micro Structure) | Paragraf 1Beberapa waktu lalu, wacana menduetkan Gubernur DKI Jakarta Joko Widodo masih dan mantan Wakil Presiden Jusuf Kalla sebagai capres dan cawapres santer terdengar.Paragraph 1 Some time ago, the discourse of Jakarta Governor Joko Widodo still and former Vice President Jusuf Kalla as the Presidential and Vice Presidential widely heard.Paragraf 2 “Kedua pasangan itu memiliki elektabilitas yang tinggi dibandingkan pasangan lain,” kata peneliti PDB Didik J Rachbini saat acara "Catatan Politik 2014, Survei Popularitas dan Elektabilitas Capres" di Jakarta, Jumat (17/1/2014).Paragraph 2"The two couples that have high electability compared to other couples," said Didik J Rachbini writers GDP during the event" Political Notes 2014, Survey popularity and electability Candidates" in Jakarta, Friday (01/17/2014).  | Latar (Pro-Jokowi)Background (Pro-Jokowi)Eksplisit (Pro-Jokowi)Explicit(Pro-Jokowi) |
| Paragraf 2 baris 2Didaulat sebagai pasangan idealParagraph 2 line 2asked as the ideal partner | Kata daulat dalam kamus Indonesia yaitu diberikan kekuasaanKata ideal dalam kamus Inggris yaitu terkait dengan doktrin filosofis realitas ide-ideDaulat in English dictionary is relating to the philosophical doctrine of the reality of ideas |

Based on the analysis of the discourse, it can be seen that the duo Jokowi and JK is the most ideal partner. This couple has the same high electability in accordance with the above discourse. This discourse aims to make people more confident to choose Jokowi who is predicted to be the 2014 Presidential candidates.

**Didaulat sebagai pasangan ideal (Paragraf 2 baris 2)**

[They are] admitted as the ideal partner (Paragraph 2 line 2)

There is the word "daulat" is an given impressive of great power or mandate. Many descriptions are explicit and clear to reinforce this discourse. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme. The theme of this discourse is supported by way of storytelling (schematic) specific, it how the one event with another event arranged in a text message to describe Jokowi and JK is the most ideal partner.

**4.2.7. Electability of Jokowi Down, but Still Popular (*Elektabilitas Jokowi Turun, tetapi Tetap Terpopuler*)**

Table 7 The Elements of Analysis Discourse . Van Dijk

Electability of Jokowi Down, but Still Popular (*Elektabilitas Jokowi Turun, tetapi Tetap Terpopuler*)

Date: Friday, January 17, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikElektabilitas Jokowi menurunThematicJokowi decreased electability | Elektabilitas Jokowi menurun tetapi dalam seluruh media massa dan dunia maya tetap yang paling populerElectability Jokowi decreased but in the mass media and cyberspace remains the most popular |
| Superstruktur (Superstructure) | Paragraf 1Tingkat elektabilitas Gubernur DKI Jakarta Joko Widodo yang digadang-gadang sebagai calon presiden pada Pemilu 2014 menurun. Meski begitu, Jokowi tetap memimpin klasemen capres terpopuler di kalangan masyarakatParagraph1Level electability Jakarta Governor Joko Widodo who is predicted as a Presidential candidate in the 2014 election decreases. Even so, still leads the standings Jokowi most popular candidate among the publicParagraf 4Berbeda dari Jokowi, elektabilitas Prabowo justru mengalami peningkatan, dari 6,6 persen pada September, 6,4 persen pada Oktober, dan 7,7 persen pada November 2013. "Jokowi dan Prabowo memimpin klasemen elektabilitas. Elektabilitas (capres) lainnya tertinggal, stagnan atau bahkan merosot," kata Peneliti PDB, Agus Hertaparagraph4Different from Jokowi, Prabowo electability have in creased, from 6.6 percent in September, 6.4 percent in October and 7.7 percent in November 2013, "Jokowi and Prabowo leads the standing select ability. Electability (candidates) behind the other, stagnan to reven decline,"said writer GDP, Agus Herta | Deduktif (Umum-Khusus)Umum : Elektabilitas Jokowi menurunKhusus : Jokowi tetap memimpin klasemen capres terpopulerDeductive(General-Specific) General: electability Jokowi decreasedSpecific: Jokowi remains the most popular Presidential candidate leading the standingsDeduktif (Umum-Khusus)Umum : Jokowi dan Prabowo memimpin klasemen elektabilitasKhusus : Prabowo mengalami peningkatan elektabilitasDeductive(General-Specific) General: Jokowi and Prabowo leads the standing select abilitySpecific: Prabowo has in creased electability |
| Struktur Mikro (Micro Structure) | Paragraf 1Tingkat elektabilitas Gubernur DKI Jakarta Joko Widodo yang digadang-gadang sebagai calon presiden pada Pemilu 2014 menurun. Meski begitu, Jokowi tetap memimpin klasemen capres terpopuler di kalangan masyarakatParagraph 1Level electability Jakarta Governor Joko Widodo who is predicted as a Presidential candidate in the 2014 election decreases. Even so, still leads the standings Jokowi most popular candidate among the publicParagraf 4Berbeda dari Jokowi, elektabilitas Prabowo justru mengalami peningkatan, dari 6,6 persen pada September, 6,4 persen pada Oktober, dan 7,7 persen pada November 2013. "Jokowi dan Prabowo memimpin klasemen elektabilitas. Paragraph 4Different from Jokowi, Prabowo electability have increased, from 6.6 percent in September, 6.4 percent in October and 7.7 percent in November 2013, "Jokowi and Prabowo leads the standings electability | Latar (Pro-Jokowi)Background (Pro-Jokowi)Eksplisit (Pro-Prabowo)Explicit(Pro-Prabowo) |
| Paragraf 1 baris 3Tetap memimpin klasemen capres populerParagraph 1 line 3Popular candidate still leads the standings | Kata klasemen/ penentuan golongan atau tingkatanWords klasemen / or level grouping |

Based on the above discourse analysis, it is described by implicit that Jokowi electability is decreaing but it is still remaining popular than other candidates. The word “although" further clarify two interrelated sentences, to reinforce the lack of electability Jokowi decrease problems that still remain popular.

**Tetap memimpin klasemen capres populer (Paragraf 1 baris 3)**

Popular candidate still leads the standings (Paragraph 1 line3)

There is a phrase "leads the standings," implying that remain level with the top compared to other candidates. At the end of the discourse, it is still described Jokowi electability is fluctuating and the points do not explain the declining of his electability. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme. The theme of this discourse is supported by way of storytelling (schematic) specific, how the one event with another event is arranged in a text message discribe Jokowi is still a popular candidate.

**4.2.8. The Old PDIP Leaders Declares Pro Jokowi candidates 2014 (*Tokoh Tua PDIP Deklarasikan Pro Jokowi Capres 2014*)**

Table 8 The Elements of Analysis Discourse Van Dijk

The Old PDIP Leaders Declares Pro Jokowi candidates 2014 (*Tokoh Tua PDIP Deklarasikan Pro Jokowi Capres 2014*)

Date: Monday, January 20, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | Tematik Deklarasi Projo 2014thematicProjo Declaration 2014 | Elektabilitas Jokowi sebagai capres selalu teratas, tokoh tua PDI Perjuangan membuat Pro Jokowi 2014Jokowi electability as a Presidential candidate is always top, old figures PDI make Pro Jokowi 2014 |
| Superstruktur (Superstructure) | Paragraf 1Sekitar 400 orang dari para tokoh tua PDI Perjuangan yang berasal dari berbagai daerah di Jawa Tengah mendeklarasikan "Relawan Pro Joko Widodo (Jokowi) Calon Presiden 2014," Paragraph1About 400 people from the old PDI-P leaders from various regions in Central Java, declaring "Volunteer ProJoko Widodo (Projo) Presidential Candidates 2014 ,"Paragraf 2Para tokoh tua PDI Perjuangan yang tersebar di berbagai daerah ini nantinya akan membentuk posko-posko dukungan Jokowi. Mereka juga akan meminta kepada DPP PDIP agar tidak ragu lagi memberikan rekomendasi kepada Jokowi untuk dijadikan sebagai capres 2014.Paragraph2The old figures PDI-P in the various regions will later form the post-post support Jokowi. They also will ask the PDIP that no doubt provide recommendations to Jokowi to serve as a Presidential candidate 2014. | Deduktif (Umum-khusus)Umum : tokoh tua mengusung Jokowi sebagai calon presiden dari partai PDI PerjuanganKhusus: mendeklarasikan Relawan Pro Joko Widodo (Jokowi)Deductive (general-specific) General: Jokowi carrying the old figures as Presidential candidate of the party PDI-P Specific: Volunteers declare Pro Joko Widodo (Projo)Deduktif (Umum-Khusus)Umum : membentuk posko-posko dukungan JokowiKhusus : Jokowi dijadikan sebagai capres 2014Deductive (General-Specific) General: forming the posts support Jokowi Specific: Jokowi serve as the Presidential candidate 2014 |
| Struktur Mikro (Micro Structure) | Paragraf 1Sekitar 400 orang dari para tokoh tua PDI Perjuangan yang berasal dari berbagai daerah di Jawa Tengah mendeklarasikan "Relawan Pro Joko Widodo (Jokowi) Calon Presiden 2014," di Karanganyar, Jawa Tengah, Senin (20/1/2014). Mereka akan mendorong Gubernur DKI Jakarta itu diusung sebagai capres oleh PDIPParagraph1About 200 people from the old PDI-P leaders from various regions in Central Java,declaring" Volunteer ProJoko Widodo (Jokowi) Presidential Candidates 2014," in Karanganyar, Central Java, on Monday (01/20/2014). They will encourage the Governor of Jakarta was nominated as a candidate by the PDIPParagraf 3Seperti diberitakan, elektabilitas Jokowi sebagai capres selalu teratas berdasarkan hasil survei berbagai lembaga survei. Meski demikian, Megawati menyebut pihaknya baru akan memutuskan pencapresan setelah Pileg yang digelar April 2014.Paragraph3As reported, Jokowi electability as a Presidential candidate based on the results of the survey are always top survey agencies. However, Megawati calls it will decide to run after the legislative election sheld on April 2014. | Latar (Pro-Jokowi)Background (Pro-Jokowi)Eksplisist (Pro-Jokowi)Explicit(Pro- Jokowi) |
| Paragraf 2 baris 3PDIP tidak ragu lagi memberikan rekomendasiParagraph 2 line 3PDIP no doubt provide recommendations | Kata rekomendasi dalam kamus Indonesia yaitu minta perhatian bahwa orang yg disebut dapat dipercayaThe recommendation word in Indonesian dictionary that calls for the attention that people who are called to be believed |

Based on the above discourse analysis, it is explaining that the pro-Jokowi hundreds of candidates who want to declare the people's choice. The first paragraph explains that the pro-Jokowi wants to urge the PDIP to be sure that Jokowi will be the Presidential candidate of the party PDIP.

**PDIP tidak ragu lagi memberikan rekomendasi (Paragraf 2 baris 3)**

PDIP is no doubt to provide recommendations (Paragraph 2 line 3)

The word "recommendation" has the meaning in Indonesian strengthen the trust is complete because it can be trusted. The repetition of the word "top" indicates that this word points very strongly indicates that Jokowi is the best based on survey from various institutions. The word "no doubt" also highlights the emphasis for the reader to choose Jokowi as a Presidential candidate. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme. The theme of this discourse is supported by way of storytelling (schematic) specific, it how the one event with another event arranged in a text message describe Jokowi is most popular president candidate in all of parties.

**4.2.9. PDI-P Presidential Election Scenario: Mega-Jokowi or Jokowi Presidentil Candidates (*Skenario Pilpres PDI-P: Mega-Jokowi atau Jokowi Capres*)**

Table 9 The Elements of Analysis Discourse Van Dijk

PDI-P Presidential Election Scenario: Mega-Jokowi or Jokowi Presidential Candidates

(*Skenario Pilpres PDI-P: Mega-Jokowi atau Jokowi Capres*)

Date: Wednesday, January 29, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikSkenario pemilihan presidenthematicScenarioPresidential Election | Jokowi-Megawati masuk dalam skenario capres dan cawapres 2014Jokowi-Megawati entered the scenario and Vice Presidential candidates in 2014 |
| Superstruktur (Superstructure) | Paragraf 1Partai Demokrasi Indonesia Perjuangan (PDI-P) membahas skenario calon presiden dan wakil presiden yang akan diusung pada Pemilu Presiden 2014 mendatang. Gubernur DKI Jakarta Joko Widodo alias Jokowi masuk dalam skenario bakal capres PDI-Perjuangan. Paragraph1Demokrasi Indonesia Perjuangan Party (PDI-P) discusses the scenarios candidates for President and Vice Presidentto be carried on the 2014 Presidential Election. Jakarta Governor Joko Widodo aka Jokowi candidates will be included in the scenario of the PDI-P.Paragraf 2Sekretaris Jenderal DPP PDI-P Tjahjo Kumolo yang membuka rapat mengungkapkan beberapa skenario yang bakal mereka jalankan dalam Pilpres 2014. Skenario pertama, jika mereka berhasil melewati ambang batas pencalonan presiden-wakil presiden, maka sudah ada dua nama di internal yang akan dipasangkan sebagai capres dan cawapres.paragraph2Secretary General of the PDI-P Tjahjo Kumolo who opened the meeting revealed some scenarios that they would run in the 2014 Presidential Election. First scenario, if they make it past the threshold of Presidential-Vice Presidential nomination, then there are two names on the internal candidate and will be paired as vice. | Deduktif (Umum-Khusus)Umum : skenario calon presiden dan wakil presidenKhusus: Gubernur DKI Jakarta Joko Widodo alias Jokowi masuk dalam skenario bakal capres PDI-Perjuangan.Deductive (General-Specific)General: scenarios candidates for President and Vice PresidentSpecific: Jakarta Governor Joko Widodo aka Jokowi candidates will enter the scenario PDI-PDeduktif (Umum-Khusus)Umum : skenario yang bakal mereka jalankan dalam Pilpres 2014Khusus: sudah ada dua nama di internal yang akan dipasangkan sebagai capres dan cawapresDeductive (General-Specific)General: The scenario that they would run in the 2014 Presidential ElectionSpecific: there are two names on the internal will be paired as the Presidential and Vice Presidential |
| Struktur Mikro (Micro Structure) | Paragraf 3"Nama di internal yang selalu muncul dalam berbagai survei pilpres, siapa lagi kecuali Jokowi dan Bu Megawati," ungkap Tjahjo.Paragraph3"The internal name that alway scomes in many surveys the Presidential Election,who else except Jokowi and Mrs.Megawati," said Tjahjo.Paragraf 4Berdasarkan hasil survei berbagai lembaga survei, elektabilitas Jokowi sebagai capres selalu teratas. Jokowi tak pernah mau mengomentari soal pencapresanParagraph4Based on the results of a survey of various pollsters, Jokowi electability as a Presidential candidate is always the top. Jokowin ever want to comment on his nomination | Ekspisit (Pro-Jokowi)Explicit(Pro-Jokowi) Ekspisit (Pro-Jokowi)Explicit(Pro-Jokowi)  |
| Paragraf 2 baris 3Mereka berhasil melewati ambang batasParagraph 2 line 3They managed to cross the threshold | Ambang Batas dalam kamus Indonesia yaitu tingkatan batas yg masih dapat diterima atau ditoleransiThreshold in Indonesian dictionary limit the levels that are deemed acceptable or tolerable |

Based on the above discourse analysis, it discusses the scenarios that will be prepared by the PDI Perjuangan. In the first paragraph, it is explained that Jokowi is included in the scenario which he would be a candidate from PDI-P.

**Mereka berhasil melewati ambang batas (Paragraf 2 baris 3)**

They manage to cross the threshold (Paragraph 2 line 3)

There is the word "limit on the verge" which is not suitable with the meaning in the dictionary, the levels can be tolerated and accepted. There is a lot of repetition of the word "top" is always accentuate that the Presidential candidate of the party PDIP is most suited to lead and replace the current President. The word "who else" also reinforces that Jokowi is only appropriate, in accordance with the *Kompas* daily news writing.

According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme. The theme of this discourse is supported by way of storytelling (schematic) specific, it how the one event with another event arranged in a text message describe Jokowi

**4.2.10. Survey of IRC, Electability Jokowi More Than Double Prabowo (*Survei IRC, Elektabilitas Jokowi Dua Kali Lipat Prabowo*)**

Table 10 The Elements of Analysis Discourse Van Dijk

Survey of IRC, Electability Jokowi More Than Double Prabowo (*Survei IRC, Elektabilitas Jokowi Dua Kali Lipat Prabowo*)

Date: Saturday, February 1, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikElektabilitas Jokowi 2 kali lipatThematicJokowi electability 2-fold | Elektabilitas Jokowi 2 kali lipat melebihi Prabowo dalam berbagai surveiJokowi electability 2-fold in excess Prabowo in various surveys |
| Superstruktur (Superstructure) | Paragraf 1Hasil survei yang dilakukan Indonesia Research Centre (IRC) menujukkan elektabilitas Joko Widodo menempati posisi teratas sebagai calon presiden 2014. Elektabilitasnya lebih dari dua kali lipat elektabilitas Ketua Dewan Pembina Partai Gerindra Prabowo Subianto.Paragraph 1The results of a survey conducted Indonesian Research Centre (IRC) showed electability Joko Widodo topped as the 2014 Presidential candidate his electability more than double the Chairman of the Board of Trustees electability Gerindra | Deduktif (Umum-Khusus)Umum : elektabilitas Joko Widodo menempati posisi teratasKhusus : Elektabilitasnya lebih dari dua kali lipat elektabilitas Prabowo Subianto.Deductive(General-Specific) General: electability Joko Widodo toppedSpecific: his electability more than doubled electability Prabowo. |
| Struktur Mikro (Micro Structure) | Paragraf 1Hasil survei yang dilakukan Indonesia Research Centre (IRC) menujukkan elektabilitas Joko Widodo menempati posisi teratas sebagai calon presiden 2014. Elektabilitasnya lebih dari dua kali lipat elektabilitas Ketua Dewan Pembina Partai Gerindra Prabowo Subianto.Paragraph 1The results of a survey conducted Indonesian Research Centre (IRC) showed electability Joko Widodo topped as the 2014 Presidential candidate his electability more than double the Chairman of the Board of Trustees electability GerindraParagraf 2"Untuk elektabilitas capres, Jokowi berada di posisi teratas dengan angka 31 persen. Masih terpaut cukup jauh dari posisi kedua dan ketiga," ujar peneliti IRC, Yunita Mandolang, saat menyampaikan hasil survei di Restoran Warung Daun, Jakarta, Sabtu (1/2/2014).Paragraph 2"For the electability candidate, Jokowi in the top position with the 31 percent. Still quite far adrift of the second and third positions," said writer IRC, Yunita Mandolang, when presenting the results of the survey at Warung Daun Restaurant, Jakarta, Saturday (1/2 / 2014). | Eksplisit (Pro-Jokowi)Explicit(Pro-Jokowi)Eksplisit (Pro-Jokowi)Explicit(Pro-Jokowi) |
| Paragraf 2 baris 2Terpaut cukup jauh Paragraph 2 line 2Quite far adriftParagraf 1 baris 4Elektabilitasnya lebih dari dua kali lipat elektabilitas Ketua Dewan Pembina Partai Gerindra Prabowo Subianto. Paragraph 1 line 4Presidential candidate his electability more than double the Chairman of the Board of Trustees electability Gerindra.  | Terpaut/ terkait/ berhubunganAdrift / relatedKata lebih dari/ perbandingan 2orangThe word more than/ compare 2 other people |

Based on the analysis above discourse, it is back tilt on Jokowi’s electability. In fact, electability has always done the repetition of words in each article issued shows that Jokowi is the strongest candidates from a variety of sources.

**Hasil survei yang dilakukan Indonesia Research Centre (IRC) menujukkan elektabilitas Joko Widodo menempati posisi teratas sebagai calon presiden 2014. Elektabilitasnya lebih dari dua kali lipat elektabilitas Ketua Dewan Pembina Partai Gerindra Prabowo Subianto. (Paragraf 1)**

The results of a survey conducted Indonesian Research Centre (IRC) showed electability Joko Widodo topped as the 2014 Presidential candidate his electability more than double the Chairman of the Board of Trustees electability Gerindra. (Paragraph 1)

Appearance of the word "double" strengthens and explains that electability is far from the other candidates. It is seen that this information is more profitable in every description and more profitable on Jokowi explicitly. The end of this discourse, the public will choose Jokowi as a Presidential candidate that his electability will raise his voice in the election. Even this unfortunate discourse of Prabowo that his electability is always defeated by Jokowi’s.

According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme.

**4.2.11. Jokowi cadres PDI-P Have Loyalty Highly Tested (*Jokowi Kader PDI-P yang Miliki Loyalitas Sangat Teruji*)**

Table 11 The Elements of Analysis Discourse Van Dijk

Jokowi cadres PDI-P Have Loyalty Highly Tested (*Jokowi Kader PDI-P yang Miliki Loyalitas Sangat Teruji*)

Date: Monday, February 3, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikJokowi masuk dalam bursa calon PersidenThematicJokowiincluded in the candidate market of President | Jokowi masuk dalam bursa calon presiden 2014 dari berbagai partaiJokowi included in the candidate President in all of party |
| Superstruktur (Superstructure) | Paragraf 1Gubernur DKI Jakarta Joko Widodo masuk ke dalam bursa calon presiden dari Partai Persatuan Pembangunan (PPP). Namun, Partai Demokrasi Indonesia Perjuangan yakin PPP tidak akan mampu menggoyahkan kesetiaan Jokowi. Hal itu disampaikan Wakil Sekretaris Jenderal DPP PDI-P Eriko Sotarduga saat dihubungi, Senin (3/2/2014).Paragraph1Jakarta Governor Joko Widodo enter into exchanges Presidential candidate of the United Development Party (PPP). However, the Demokrasi Indonesia Perjuangan Party sure PPP would not be able to shake the loyalty Jokowi. It was announced by the Deputy Secretary General of the PDI-P Eriko Sotarduga when contacted on Monday (02/03/2014) | Deduktif (Umum-Khusus)Umum: bursa calon presiden dari Partai Persatuan Pembangunan (PPP)Khusus: Joko Widodo masuk ke dalam bursa calon presiden PPPDeductive(General-Specific)General : the candidate President in Persatuan Pembangunan Party (PPP)Specific : Joko Widodo included in the candidate President in Persatuan Pembangunan Party (PPP) |
| Struktur Mikro (Micro Structure) | Paragraf 3Eriko meminta kepada PPP untuk menyampaikan usulan Jokowi menjadi calon presiden secara resmi kepada Ketua Umum PDI Perjuangan Megawati Soekarnoputri. Nantinya, Megawati akan memutuskan yang terbaik atas tawaran PPPParagraph3Eriko asked to Submita proposal to the PPPJokowi a Presidential candidate officially to the Chairman of the Demokrasi Indonesia Perjuangan Party Megawati Sukarnoputri. Later, Megawati will decide the best over the PPPParagraf 2"Apa pun juga Pak Jokowi kader PDI Perjuangan yang memiliki loyalitas dan kepribadian yang sudah sangat teruji. Sebagai kader pasti akan loyal dan patuh terhadap penugasan partai melalui Ketua Umum," ujar Eriko.Paragraph2"Whatever Mr. Jokowi PDI-P cadres who have loyalty and personality that is very pure. As cadres must be loyal and obedient to the assignment by the Chairman of the party," said Eriko.Paragraf 4PDI Perjuangan, lanjut Eriko, mengaku bangga ada salah satu kadernya yang dianggap berpotensi sebagai pimpinan masa mendatang. Namun, Eriko lagi-lagi menyatakan bahwa Jokowi akan selalu patuh kepada keputusan partai.Paragraph4PDI-P, continued Eriko, there is one of the proud members who are considered to have potential as future leaders. However, Eriko once again stated that Jokowi will always stick to the party's decision. | Latar (Pro-Jokowi)Background (Pro- Jokowi)Eksplisit (Pro- Jokowi)Explicit(Pro-Jokowi)Eksplisit (Pro-Jokowi)Explicit (Pro-Jokowi) |
| Paragraf 2 baris 2Sebagai kader pasti akan loyal dan patuhParagraph 2 line 2considered to have potential as future leadersParagraf 4 baris 2Berpotensi menjadi pemimpin masa depanParagraph 4 line 2have potential as future leaders | Loyal/ setiaLoyality/ faithfulBerpotensi/ kemampuan yg mempunyai kemungkinan untuk dikembangkanPotential/ ability who has the possibility to be developed |

Based on the above discourse analysis, the title is clear against Jokowi. Jokowi is imaged as someone who has a very high loyalty and can be tested.

**Berpotensi menjadi pemimpin masa depan (Paragraf 4 baris 2)**

[Jokowi] has a potential as future leaders (Paragraph 4 line 2)

The word "future leader" indicates that Jokowi is a person who has enormous capabilities that nominated the various parties who want to make it join. At the last part of the news, there is a sentence which shows that Jokowi is regarded as potential future leaders. So, any news of further strengthen in various survey his electability and various public opinion.

According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme.

**4.2.12. If Jokowi Not "*Nyapres*", then who? *(Jika Jokowi Tak "Nyapres", lalu Siapa*?)**

Table 12 The Elements of Analysis Discourse Van Dijk

If Jokowi Not "Nyapres", then who? *(Jika Jokowi Tak "Nyapres", lalu Siapa*?)

Date: Tuesday, February 4, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikJokowi diusung oleh masyarakatJokowi carried by community | Walaupun belum diusung oleh partai PDI Perjuangan, segala elemen masyarakat sudah mendukung menjadi calon presidenAlthough it has not been promoted by the party PDI-P, all elements of the community have supported a Presidential candidate |
| Superstruktur (Superstructure) | Paragraf 2Jokowi yang selama ini selalu unggul dalam berbagai survei calon presiden belum juga diusung oleh partainya, PDI-P, sebagai capres. Dalam diskusi itu dibahas apakah Jokowi harus maju atau tidak sebagai capres pada 2014 mendatang. Kemudian, dibahas juga mengenai pertanyaan tersebut, siapa yang harus maju sebagai capres jika Jokowi akhirnya tidak diusung oleh PDI-P. Paragraph 2Jokowi who has always excelled in various surveys Presidential candidate has not carried by his party, PDI-P, as a candidate. In the discussion it was discussed whether Jokowi should go forward or not as a Presidential candidate in 2014. Then, considerations about the question, who should run for presidency if Jokowi ultimately not carried by the PDI-P. | Deduktif (Umum-Khusus)Umum : Jokowi harus maju atau tidak sebagai capres pada 2014 mendatangKhusus : Jokowi yang selama ini selalu unggul dalam berbagai survei calon presidenDeductive (General-Specific)General: Jokowi should go forward or not as a Presidential candidate in 2014Specific: Jokowi who has always excelled in various surveys of Presidential candidates |
| Struktur Mikro (Micro Structure) | Paragraf 1Jika Jokowi tak nyapres, lalu siapa? Pertanyaan tersebut mengemuka dalam forum diskusi Inilah Demokrasi di Jakarta, Selasa (4/2/2014) sore. Paragraph 1If Jokowi not be a Presidential candidate, then who? The questions raised in the discussion forum Here Democracy in Jakarta, Tuesday (04/02/2014) afternoon.Paragraf 3Menurutnya, kader PDI-P tersebut tak perlu diragukan lagi rekam jejaknya, baik sebagai kepala daerah maupun sebagai anggota legislatif. "Sebagai parpol, kita menyiapkan pemimpin. Ini tinggal persoalan momentum,” kata Hasto. Paragraph 3According to him, the PDI-P cadres is no doubt track record, both as the head of the region as well as members of the legislature. "As a political party, we prepare leaders.'s Live momentum issue," said Hasto. | Latar (Pro- Jokowi)Background (Pro-Jokowi)Eksplisit (Pro-Jokowi)Explicit (Pros-Jokowi) |
| Jika Jokowi Tak "Nyapres", lalu Siapa?If Jokowi Not "Nyapres", then who? SlintaksisParagraf 3 baris 1tak perlu diragukan lagi “rekam jejaknya”, Paragraph 3 line 1no doubt "track record" | Penggunaan kalimat tanya di sini menunjukkan kedekatan media terhadap pembaca. Ini akses bagi perdebatan publik, keberpihakan terhadap hak publikUse of interrogative setence in here shows the closeness of the media to the reader. This access for public debate, the alignments of the public rightRekam Jejak / KemampuannyaTrack Record / Ability |

Based on the discourse analysis above, an interesting look at a title that is published in *Kompas* daily general. If Jokowi is not be the last Presidential candidate, then who. This sentence makes it clear that Jokowi is the most appropriate candidate for being a leader in Indonesia. Disbelief of the other candidates and the writer writes that anyone who would come forward if it is not Jokowi.

**Tak perlu diragukan lagi “rekam jejaknya” (Paragraf 3 baris 1)**

No doubt his "track record" (Paragraph 3 line 1)

There is the word "track record" that shows positive Jokowi spotlight various parties who know about the enormous ability. The word "superior" in different sentences which reinforce the statement that Jokowi leader who wins in various survey. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood.

In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas*  daily newspaper clearly and more understood according to the theme. The theme of this discourse is Jokowi electability always in high position and the parties knows Jokowi would be a good leader.

**4.2.13. PDI-P Make Jokowi as Jurkamnas (*PDI-P Jadikan Jokowi sebagai Jurkamnas*)**

Table 13 The Elements of Analysis Discourse Van Dijk

PDI-P Make Jokowi as Jurkamnas (*PDI-P Jadikan Jokowi sebagai Jurkamnas*)

Date: Friday, February 28, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikJokowi menjadi jurkamnasJokowi become a national campaigner (Jurkamnas) | Jokowi menjadi jurkamnas bersama sejumlah tokoh internal lain untuk mengupayakan kemenangan PDI-P pada Pemilu 2014Jokowi be jurkamnas with a number of other internal leaders to seek victory PDI-P in the election 2014  |
| Superstruktur (Superstructure) | Paragraf 1Dewan Pimpinan Pusat Partai Demokrasi Indonesia Perjuangan (PDI-P) menunjuk Gubernur DKI Jakarta Joko Widodo alias Jokowi sebagai salah satu juru kampanye nasional (jurkamnas). Jokowi menjadi jurkamnas bersama sejumlah tokoh internal lain untuk mengupayakan kemenangan PDI-P pada Pemilu 2014.Paragraph 1Central Board of the Demokrasi Indonesia Perjuangan Party(PDI-P) pointed Jakarta Governor Joko Widodo aka Jokowi as one of the national campaigner (jurkamnas). Jokowi be jurkamnas with a number of other internal leaders to seek victory PDI-P in the 2014 election.  | Deduktif (Umum-Khusus)Umum : Jokowi menjadi jurkamnas bersama sejumlah tokoh internal lain untuk mengupayakan kemenangan PDI-P pada Pemilu 2014Khusus: Jokowi sebagai salah satu juru kampanye nasional (jurkamnas)Deductive (General-Specifiic)General: Jokowi be jurkamnas with a number of other internal leaders to seek victory PDI-Perjuangan in the 2014 electionSpecific: Jokowi as one of the national campaigner (jurkamnas) |
| Struktur Mikro (Micro Structure) | Paragraf 6Selain membentuk tim jurkamnas, PDI-P juga telah membuat "arsitektur" kabinet pemerintahan yang akan diterapkan jika menang dalam Pemilu 2014. Dalam susunan kabinet itu, nama Jokowi dan Puan tidak dicantumkan karena disimpan sebagai "kartu truf".Paragraph 6In addition to forming a team jurkamnas, PDI-P also has made ​​the "architecture" of government cabinet that will be applied if the win in the 2014 election in the composition of the cabinet, and Puan Jokowi name is not listed because it is save as a "trump card". | implisit (Pro- Jokowi)implicit(Pro-Jokowi)  |
| Slintaksis Paragraf 6 baris ke 1PDI-P juga telah membuat "arsitektur"Paragraph 6 line 1PDI-P also has made "architecture"Paragraf 6 baris 3Jokowi dan Puan tidak dicantumkankarena disimpan sebagai "kartu truf".Paragraph 6 line 3Jokowi and Puan not included because it is save as a "trump card" | Arsitektur/ RancanganArchitecture/Design Kartu truf/ cadanganTrump card / backup |

Based on the discourse analysis above, Jokowi is used as a national campaigner. This according to reports that Jokowi has a high electability, so when he becomes a campaigner, he can increase the party vote. Preaching Jokowi constantly is recurring benefit party when picking party wins the legislative elections which takes place on April 9 2014.

**Jokowi dan Puan tidak dicantumkan karena disimpan sebagai "kartu truf". (Paragraf 6 baris 3)**

Jokowi and Puan are not included because they are saved as a "trump card" (Paragraph 6 line 3)

In the last paragraph, it is presented and explicitly that the PDI-P had made ​​a draft if it wins the election. Jokowi and Puan is held in reserve to see the public response to the proposing party's Presidential candidate of the PDI Perjuangan party. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood.

In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme. The theme of this discourse is supported by way of storytelling (schematic) specific, it how the one event with another event arranged in a text message discribe Jokowi and Puan would be a second candidate by PDI-P party in presidential election on July.

**4.2.14.Survey SSSG: Jokowi Still No. 1**  (***Survei SSSG: Jokowi Tetap Nomor 1*)**

Table 14 The Elements of Analysis Discourse Van Dijk

Survey SSSG: Jokowi Still No. 1 (*Survei SSSG: Jokowi Tetap Nomor 1*)

Date: Thursday, March 13, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikElektabilitas Jokowi no. 1Elektability Jokowi no.1 | Elektabilitas Jokowi teratas dan tak terkalahkan dari berbagai surveiJokowi electability and unbeaten top of various survei |
| Superstruktur (Superstructure) | Paragraf 1Elektabilitas Gubernur DKI Jakarta Joko Widodo alias Jokowi kembali menempati peringkat teratas dalam bursa calon presiden 2014. Kali ini, Jokowi unggul dalam Telesurvei Pilpres 2014 yang dilakukan Soegeng Sarjadi School of Government (SSSG) yang dirilis di Jakarta, Kamis (13/3/2014).Paragraph 1The elektability of Jakarta Governor Joko Widodo aka Jokowi again ranked in the top 2014 Presidential candidates exchange this time, Jokowi excelled in the 2014 Presidential Election conducted Telesurvei Soegeng Sarjadi School of Government (SSSG) were released in Jakarta, Thursday (03/13/2014) . | Deduktif (Umum-Khusus)Umum : Jokowi unggul dalam Telesurvei Pilpres 2014 yang dilakukan Soegeng Sarjadi School of Government (SSSG)Khusus : Jokowi kembali menempati peringkat teratas dalam bursa calon presiden 2014Deductive (General-Specific) General: Jokowi excelled in the 2014 Presidential Election conducted Telesurvei Soegeng Sarjadi School of Government (SSSG) Specific: Jokowi again ranked in the top 2014 Presidential candidates exchange  |
| Struktur Mikro (Micro Structure) | Paragraf 2“Jokowi tetap nomor satu bila sendirian. Kalau saya jadi konsultan PDI-P maka saya sarankan agar Jokowi dideklarasikan sendiri saja,” kata Direktur Eksekutif SSSG Fadjroel Rachman saat merilis hasil survei.Paragraph2“Jokowi remains number one when alone. If I were a consultant PDI-P then I suggest that Jokowi declared him self alone,” said Executive Director SSSG Fadjroel Rachman while releasing the survey resultsParagraf 3Menurut SSSG, elektabilitas Jokowi tak terkejar di peringkat teratas dengan angka 40,32 persen. Sementara itu, Ketua Dewan Pertimbangan Partai Gerindra Prabowo Subianto di peringkat kedua di angka 10,64 persen.Paragraph3According SSSG, Jokowi electability was overtaken in the top with 40.32 percentrate. While, Chairman of the Advisory Council Gerindra Prabowo was ranked second in the number 10.64 percent.Paragraf 4“Ini berarti Jokowi masih luar a sekali, masih sangat mendominasi, jauh dari Prabowo,” kata Fadjroel.Paragraph4“This means Jokowi still out standing once, still very dominating, far from Prabowo,” said Fadjroel. | Eksplisit (Pro- Jokowi)Explicit (Pro-Jokowi)Eksplisit (Pro- Jokowi)Explicit (Pro-Jokowi)Eksplisit (Pro- Jokowi)Explicit (Pro-Jokowi) |
| Paragraf 4“Ini berarti Jokowi masih luar a sekali, masih sangat mendominasi, jauh dari Prabowo,” kata Fadjroel. Paragraph 4“This means Jokowi still out standing once, still very dominating, far from Prabowo,” said Fadjroei  | Kata “jauh dari” menggambarkan perbandingan dari 2 orang yang sedang dibandingkanThe word "far from" shows a comparison between two people who are being compared in terms of their ability one |

Based on the discourse analysis above, in terms of thematic elements, has led to an emphasis if Jokowi is number one. This sentence reinforces his Presidential candidacy in the news. News contents to write about without party support, Jokowi is still number one In fact, they reveal themselves to call Jokowi declare his candidacy. It is seen from Jokowi electability that will not be much different from the Presidential Election election. However, there is a sentence that can push Prabowo to show dominance in various survei Jokowi.

**“Ini berarti Jokowi masih luar sekali, masih sangat mendominasi, jauh dari Prabowo,” kata Fadjroel. (Paragraf 4)**

“This means Jokowi is still out standing once, still very dominating, far from Prabowo,” said Fadjroei (paragraph 4)

The word "farfrom" shows a comparison between two people who are being compared in terms of their ability one. The world farfrom is claim the comporation of the two problems are compared. It shows that Jokowi news reporting is always considered as a good highlight of it alone, as compared to other candidates.

According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme.

**4.2.15. I'm Ready to Implement (*Saya Siap Melaksanakan*)**

Table 15 The Elements of Analysis Discourse Van Dijk

## I'm Ready to Implement (*Saya Siap Melaksanakan*)

Saturday, March 15, 2014

|  |  |  |
| --- | --- | --- |
| **Discourse Structure** | **Observed** | **Elemens** |
| Struktur Makro (Macro Structure) | TematikJokowi resmi menjadi calon presiden dari partai PDIPJokowi officially became the Presidential candidate of the party | Jokowi resmi dijadikan calon presiden dari partai perjuangan tanpa ada deklarasi yang jauh dari hiruk-pikuk simbol kepolitikan JakartaJokowi made official Presidential candidate of the PDIP without any declaration that is far from the bustle of political symbols |
| Superstruktur (Superstructure) | Paragraf 1Semua pertanyaan dan spekulasi itu terjawab sudah. Tanpa perayaan, jauh dari hiruk-pikuk simbol kepolitikan Jakarta, PDI Perjuangan mengumumkan Joko Widodo alias Jokowi sebagai calon presiden 2014.Paragraph1All questions and speculation was answered already. Without celebration, away from the bustle of the political symbol of Jakarta, PDI-P announced Jokowi or Joko Widodo as a Presidential candidate in 2014.Paragraf 2Selain itu, di luar dugaan orang, cara deklarasi capres ini dilakukan dengan tidak menggunakan cara-cara konvensional. Ketika banyak partai tampil dengan banyak warna, penuh gambar, penuh gaya, dan kebesarannya, PDI-P justru sebaliknya. Ia tampil dengan dominasi warna putih, simbol Jokowi, yang memancarkan kemurnian dan daya tarik universal. PDI-P mengesankan tidak sedang menawarkan apa pun atau tidak sedang berupaya menjejali publik dengan kemegahan kampanye deklarasi.Paragraph2In addition, the unexpected, the way Presidential declaration is done by not using conventional methods. When many parties appear with lots of color, full-image, stylish, and greatness, PDI-P just the opposite. Formed with the dominant white color, symbol Jokowi, which exudespurity and universal appeal. PDI-P is impressive not offer anything or not trying to over whelm the public with campaign grandeur declaration. | Deduktif (Umum-Khusus)Umum : PDI Perjuangan mengumumkan Joko Widodo alias Jokowi sebagai calon presiden 2014Khusus : Joko Widodo alias Jokowi sebagai calon presiden 2014Deductive (General-Specific)General: Joko Widodo or Jokowi announced as a candidate PDIP for the 2014 Presidential Specific: Jokowi or Joko Widodo as a candidate for the Presidential Candidate 2014Deduktif (Umum-KhususUmum: deklarasi capres ini dilakukan dengan tidak menggunakan cara-cara konvensionalKhusus : banyak partai tampil dengan banyak warna, penuh gambar, penuh gaya, dan kebesarannya, PDI-P justru sebaliknyaDeductive(General-Specific)General: This Presidential declaration is done by not using conventional methodsSpecific: many parties appear with lots of color, full-image, stylish, and greatness, the PDI-P is the opposite |
| Struktur Mikro (Micro Structure) | Paragraf 4Kedua, Jokowi merupakan representasi dari transformasi kepemimpinan baru, sekaligus memperlihatkan keberhasilan kaderisasi di tubuh partai. Ia diharapkan jadi pelopor kepemimpinan kaum muda, yang kuat dan teguh di tengah tantangan kemiskinan, pengangguran, keterbelakangan yang terus membengkak; di tengah-tengah frustrasi sosial masyarakat yang tak berdaya melihat masa depan yang lebih baik. paragraph4Secondly, a representation of the transformation Jokowi newleadership, as well as showing the success of regeneration in the party. He is expected to be the pioneer of youth leadership, strong and stead fast in the midst of the challenges of poverty, unemployment, underdevelopment that continue to grow; in the midst of social frustration help less look better future. | Eksplisit (Pro-Jokowi)Explicit(Pro-Jokowi) |
| SlintaksisParagraf 4 baris 1Kedua, Jokowi merupakan representasi dari “transformasi” kepemimpinan baruParagraph4line1Secondly, Jokowiis a representation of the"transformation" of new leadership | Transformasi/ PerubahanTransformation/Change |

Based on the discourse analysis above, it shows that a simple image, which is often displayed by Jokowi on various occasions, is created to make people like it. Simplicity is shown in the declaration of candidacy of the party PDI-P. The word "purity" shows the ascetic clean and simple Jokowi, which gives a rise to the desire to have a leader who is honest and simple as well. The contents of the discourse which shows how simple Jokowi without the luxury of receiving a mandate from the PDI-P while in the middle blusukan activities. It is considered quite good, for the show's image to the public when the election takes place.

**Kedua, Jokowi merupakan representasi dari “transformasi” kepemimpinan baru (Paragraf 4 baris 1***)*

Second, Jokowi is a representation of the"transformation" of new leadership (Paragraph 4 line 1)

There is a word that shows the transformation of a change to a better direction. According to the sentence, which shows the emphasis in making better leadership. According to Van Dijk analysis, explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme. The theme of this discourse is supported by way of storytelling (schematic) specific, to describe Jokowi would be good leader in Indonesia.

**4.3. Finding**

The results of discourse analysis according to Van Dijk which analyzes the presidential election in *Kompas* daily newspaper. This news analysis begins with an analysis of news discourse of the Presidential nomination to be President actually nominated by the party. Through this discourse, the news in the newspaper also is not only an outreach to the community, disseminate, motivate, increase participation, but it also can be means of a campaign by one of the candidates to be the strongest. This is also found in the *Kompas* daily newspaper which is publishing about the Presidential and Vice Presidential candidate in December until March 2014.

Based on the analysis of discourse Van Dijk, it is found that many *Kompas* newspaper articles from December to March show a tendency to one of the pro Presidential candidate. One of the most candidates president is Joko Widodo. In 35 news reports of Joko Widodo, the samples are taken for analysis as much as 15 news. The news get a lot of many words that are used repeatedly and asserted one of the candidates character. Protrusion news and specific figures are intended to make a certain appeal for the public, as on the principles of journalism.

The discourse news about the Presidential Election 2014 have highlight elements schematic. Semantic (visible from the protrusion detail), syntax (sentence coherence and shape) and stylistic (lexicon) to confirm the established discourse. Explicit means something that is easily understood or told directly and clearly, where as implicit means something that is not expressed clearly, thus is not clearly understood.

In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood. In addition, the discourse news on presidential election, when the discourse news of Joko Widodo electability is criticized by one of the other candidates, the news tends to give a larger portion of the Joko Widodo’s party.

Joko Widodo electability, which is higher than the other candidates, becomes the news text which provide more accurate data by including direct comments from various political parties, as well as in general reveal the positive side of Joko Widodo. The writer concludes that *Kompas* makes Joko Widodo as the most appropriate candidate, so that the readers agree with *Kompas*. This is according to news discourse analysis from December until March 2014.

**Chapter V**

**Conclutions and Suggestions**

Chapter V, Conclusions and Suggestions are the last chapter where the writer draws the conclusions to answer the problem statements in Chapter I and the analysis on in Chapter IV. The writer gives the suggestions for the other in relation to the topic of this research. Here are the conclusions and suggestions of the research:

* 1. **Conclusions**

The results of the analysis on presidential election news in *Kompas* daily newspaper from December until March 2014 use the method of discourse analysis by Van Dijk. The writer finds that the *Kompas*  daily newspaper makes a dominant published about particular candidate. Based on the analysis discourse, the most popular candidate is Joko Widodo in every published news article throughout December until March.

The writer concludes that *Kompas* makes Joko Widodo (Jokowi) as the most appropriate candidate to lead Indonesia based on his electability that higher more than the other candidates. Thus, the readers will agree with the *Kompas*  to choose Joko Widodo (Jokowi) as the right candidate. During this period, 105 articles news by *Kompas* includes news about the presidential election campaign. All the news has one major theme, namely the activities related to the campaign conducted throughout the candidates for President and Vice President. However, the news of Joko Widodo (Jokowi) during elections, especially December until March, is the most dominant and the most popular.

Explicit means something that is easily understood or told directly and clearly, meanwhile implicit means something that is not expressed clearly, thus not clearly understood. In this discourse, there is a lot of discourse that leads to explicit, so that the existing discourse in the *Kompas* daily newspaper clearly and more understood according to the theme.

Through discourse analysis of presidential election about the most popular president, the writer finds 35 news that about the most popular candidate President. Jokowi as the most popular candidate in *Kompas* daily newspaper. From 35 Jokowi’s news, the writer finds 15 of the most dominant discourse. The discourse are highlight the schematic elements, semantics (the look of the protrusion detail), syntax (sentence coherence and shape) and stylistic (lexicon) to confirm the established discourse. Besides, it is also used as a supporting discourse elements. So, the discourse that appeares in *Kompas*  daily newspaper has been scheduled that could be a common perception that could favor a particular candidate.

* 1. **Suggestions**

Based on the analysis, here are some suggestions that can be used particularly the study of the text news on the *Kompas* daily newspaper.

1. To other researchers, hopefully, this study can be used as a reference for later developed not only at the level of discourse on newspaper.
2. To other reader, hopefully to be more selective and critical in defining the construction of reality which is presented by newspaper or mass media. Because in reality, the mass media made a news packaged no longer intact and in accordance with the actual reality, it has been through the stages and protrusion, as well as interests.

3. To mass media used, the *Kompas* daily newspaper, are expected to be more careful in preparing and giving discourse news, so that the information displayed is not repeated, or even widening / expanding too far from the specified theme.

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**Curriculume Vitae**

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Susan Tri Karina Kanaya known as Ayya Soekarya was born in Bandung, November, 19, 1992. She started to study at Elementary School Sukarela III, then continued her study to Junior High School 50 Bandung, then Senior High School 19 Bandung. In 2010, the writer enrolled in English Department of Pasundan University. She loves dancing so much, and part of traditional dancer Jamparing Pasundan University (UNPAS). She has beautiful bestfriend Kinuy, Risty and Chane.

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Appendices