



METROTV'S PORTRAYAL ON PRESIDENTIAL CANDIDATE GANJAR PRANOWO: A CRITICAL DISCOURSE ANALYSIS

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Ilmu Komunikasi (S.I.Kom.)

By:

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MetroTV's Potrayal on Presidential Candidate Ganjar Pranowo: A Critical Discourse Analysis UNDERGRADUATE THESIS Submitted as one of the requirements to obtain Sarjana Ilmu Komunikasi (S.I.Kom.)

By: JUAN MANUEL 009201900017 FACULTY OF HUMANITIES COMMUNICATION STUDY PROGRAM CIKARANG SEPTEMBER, 2023 i ii iii iv v vi ACKNOWLEDGEMENT

First and foremost, I want to express my thankfulness to my Lord, who provides me the strength to complete my thesis.

Thank You, Lord, for Your many blessings.

You provide me with hope and a future.

My new chapter in life is about to begin.

Mr. Mohammad Raudy Gathmyr, S.Sos., M.Si., my kindest and coolest adviser, for his

Readability: 42.7

Sentences with short words and low amount of syllables have high readability scores.



Percent SAT: 2.6 %

Measures what percentage of words are SAT words, terms from a standardized college admissions exam known for its labyrinthine vocabulary lists.



Simplicity: 37.7 %

Measures what percentage of words are in the 100 most common words in the English language.



Perplexity: 64.6

How familiar a piece of text is to large language models like ChatGPT.



Burstiness: 97.7

Unique score developed by GPTZero in 2022 that correlates to variance in writing. Humans generally vary their writing patterns over time.



Average Sentence Length: 19.2 words

Unique score that correlates to variance in writing, where humans generally vary writing patterns.



ACKNOWLEDGEMENT

First and foremost, I want to express my thankfulness to my Lord, who provides me the strength to complete my thesis. Thank You, Lord, for Your many blessings. You provide me with hope and a future. My new chapter in life is about to begin. Mr. Mohammad Raudy Gathmyr, S.Sos., M.Si., my kindest and coolest adviser, for his devotion, counsel, inspiration, and readiness to guide me through the completion of my thesis. Last but not least, Sir, thank you for constantly encouraging me to get enough sleep and consume healthy foods.

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Lastly, I want to thank me for believing in me, I want to thank me for doing all this hard work. I want to thank me for having no days off. I want to thank me for never quitting. I want to thank me for always being a giver and trying to give more than I receive. I want to thank me for trying to do more right than wrong. I want to thank me for being me at all times.

Cikarang, September 2023

Juan Manuel

ABSTRACT

This thesis explains how a news construction approach was used by the online publication MetroTV News to provide information on Ganjar Pranowo, leading to unfavorable reader views. Documentation is the research methodology employed. Data were gathered as part of the documentation process by copying and capturing articles news about Ganjar Pranowo in the web publications www.metrotvnews.com and @metrotv (Instagram) for use as research materials. The data collection took place during a defined time frame, beginning in May and ending in June 2023. The research employed a theoretical and methodological approach from van Dijk's CDA. Van Dijk's ideological square, a component of his sociocognitive approach to CDA is used as the analytical framework in this study to analyze how Ganjar Pranowo has been depicted on MetroTV's news report. van Dijk's ideological square framework is used to unpack the discourse structure constructed by MetroTV. The findings show that, using two of discourse structures: lexical items and implications, Ganjar Pranowo has been portrayed in negative tones in news reporting.

Keywords: Critical Discourse Analysis; Ganjar Pranowo, MetroTV; News Media

TABLE OF CONTENTS

STATEMENT OF AUTHORSHIP	i
DECLARATION OF ORIGINALITY	ii
PANEL OF EXAMINER APPROVAL	iii
ADVISOR'S APPROVAL FOR PUBLICATION	iv
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	v
ACKNOWLEDGEMENT	vi
ABSTRACT	vii
TABLE OF CONTENTS	ix
LIST OF TABLES	xi
LIST OF FIGURES	xii
CHAPTER I	1
INTRODUCTION	1
1.1 Research Question	5
1.2 Research Objective	5
1.3 Significance of the Study	5
CHAPTER 2	7
LITERATURE REVIEW	7
2.1 Discourse Analysis	8
2.2 Critical Discourse Analysis in Mass Media	9
2.3 Ganjar Pranowo's Political Image in The Media	12
2.4 Ideology in Mass Media News Texts	13
2.5 CDA and Political Discourse Translation	14

2.6 Teun Van Dijk's Ideological Square	16
CHAPTER 3.....	18
METHODOLOGY	18
3.1 Research Method	18
3.2 Research Paradigm	18
3.3 Research Approach.....	18
3.4 Data Collection	20
3.5 Data Analysis.....	21
CHAPTER 4.....	22
DATA ANALYSIS	22
4.1 Discourse Structures.....	44
4.1.1 Lexical items	44
4.1.2 Propositions.....	50
4.1.3 Implications	51
4.1.4 Presuppositions.....	52
4.1.5 Descriptions.....	53
4.1.6 Local Coherence	53
4.1.7 Global Coherence and Topic.....	54
4.1.8 Semantic Moves	54
4.1.9 Integrations	55
4.1.9.1 Volume	56
4.1.9.2 Importance	56
4.1.9.3 Relevance	57
4.1.9.4 Implicitness/Explicitness	57
4.1.9.5 Attribution	57

4.1.9.6 Perspective	58
CHAPTER V	59
CONCLUSION	59
REFERENCES	61

LIST OF TABLES

Table 2.1 <i>Polarization of Us and Them</i>	17
Table 4.1 coding matrix 1	33
Table 4.2 coding matrix 2	40
Table 4.3 coding matrix 3	42
Table 4.4 coding matrix 4	43

LIST OF FIGURES

Figure 4.1 Model Analysis	42
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