MEDIA DISCOURSE STYLE IN THE CONSTRUCTION OF MEDIA ON THE NEWS OF PRESIDENTIAL ELECTABILITY
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Abstract: This article discusses the news relating to the electability of Indonesian President Joko Widodo in the 2019 Presidential Election published in online media. It aims to reveal the style of discourse in media construction about electability reporting on Joko Widodo in MetrotvNews.com. It employs Critical Discourse Analysis of Fairclough which involves analysis of text dimensions and discourse practice. For uncovering and discovering the style of media discourse, the stylistical theory of Ali Imron Al-Mufruf is used. The source of data is the online media in the form of news that reports about Joko Widodo electability in 2019 presidential election. Data analysis is done by referential method to other related reports at MetrotvNews.com. The result shows the discourse style of parallelism used by metrotvnews.com in reporting the electability of Indonesian President Joko Widodo with different time and word but showing a similarity in discourse.

Keywords: Electability, Fairclough's Critical Discourse Analysis, Media Construction, Media Discourse Style

INTRODUCTION

Political term is a most common term in society, especially in Indonesia. Politic can be one of many form of representation activities from certain group in a society. Frankel (2006: 38) said that politic is about how every aspect in government, institution, workplace, and professional organization were done. Those aspect not only have been done by just one institution or one organization, but it's a cooperation between several institutions and organizations related that have made an agreement to accomplish a work project. Thus, Frankel also said that those relation and cooperation is a business in politic which produce bilateral and influence between political partners.

In Indonesia, representation of relationship and partnership in politic tend to show a less positive opinion in society. Several political parties which is an organization that have been built together on the base of voluntary and jointly for the sake of party, society, nation, and state, starting to clearly show its political partnership. Those kind of things can clarify society's perception about political plot and course in Indonesia by a number of political parties. The clarity of the public's perception and understanding toward operations of politics in Indonesia can also be caused by external factors, such as the role of the mass media and several important figures across the nation in narrating political situations and news in Indonesia.

Mass media is a tool used as a deliverer of messages and information from several sources to audiences which could be in the form of newspapers, films, radio, TV, and so on (Fadli, 2017: 108). The role of mass media is so diverse and extremely important for several groups of people, especially groups of people engaged

in politics. Overall, for most political parties, the mass media can be used as a medium to broadcast information about their parties and party partners, so that the news is directed at how the party and its party partners can be reported in a good image to trigger good perceptions among society. Thus, the mass media does not only used as an entertainment system, but also as a medium for delivering accurate and credible information.

In 2019, the Indonesian people faced the Presidential Election (*Pilpres*) which is held every 5 years. Lately, several mass media outlets have reported on matters related to the 2019 presidential election with extensive news studies. President Joko Widodo's electability has been trending in various media. Not many people predict that Joko Widodo is getting a lot of support to run and resulting to be elected in the 2019 presidential election due to his good electability. However, on the other hand, negative issues regarding racial politics began to emerge. Some say that the issue was raised to mobilize people in voting for the president from the point of view of their religion and ethnic group.

This article seeks to discuss the coverage of Joko Widodo's electability inside the online mass media Metrotvnews.com. Research on metrotv as a mass media has been studied by several scientific studies. In 2013, Oji Kurniadi in 2013 began studying metrotv in the context of its journalistic culture. His researchs found at least six conclusions about metrotv's journalistic culture, including: 1) metrotv becomes Top of Mind for news seekers; 2) the strong interests of the owner in decorating the content of news, especially those related to the succession to RI-1 in 2014; 3) violent news still dominates the news on television; 4) its commitment to reduce these shows and prefer to provide solutions to cases and events; 5) the number of ethical violations in the news at metrotv shows that internal insight has not been carried out optimally; and 6) the cameraperson is

the first filter in selecting images that are proper and reasonable to be aired.

Further research was conducted by Putra et al. in (2017) on the perspective of TvOne and Metrotv in viewing and reviewing Indonesian government policies. In their observations, the study found that TvOne and Metrotv have different perspectives in communicating news that can be seen through gestures, settings, and communication patterns of the invited guests when communicating with the host at that time. Furthermore, the study also found out a cooperative and accommodating attitude towards the Joko Widodo's reign.

The two researches mentioned before can at least provide an overview of the critical analysis related to the Positioning Act by the mass media in its reporting styles. However, this research will only focuses on the news of Indonesian President Joko Widodo's electability and how the mass media Metrotvnews.com reported the news from a stylistic point of view. With this discussion, it is expected to produce a dynamic conclusion about the style (Stylistics) of discourse carried out by the mass media. The study in this article will use Norman Fairclough's Critical Discourse Analysis study of Text, Discursive Practice, and Social Practice. However, since the main goal of this research is to find discourse styles, therefore this article will only involve text and discursive practices.

METHOD

This article uses the language approach to review the news report in online mass media on electability of Joko Widodo's government government in relation to the 2019 presidential election. Source data in this article is MetrotvNews Online. The data used is in the form of news about Joko Widodo's electability in relation to the 2019 presidential election which was reported on December 20, 2017. Data collected using listening method. Meanwhile, data analysis was carried out with referential method by looking at various related news on MetrotvNews.com.

The main theory used in this article is Norman Fairclough's Critical Discourse Analysis. Norman Fairclough argues that discourse is a social practice and he divides discourse analysis into three dimensions, namely Text, Discourse Practice, and Social Practice (Haryatmoko, 2016: 23; Badara, 2012: 26). However, this article will only uses two dimensions of discourse, namely the Text and Discourse Practice dimensions. This is done in order to focus and control the substance of the analysis, which is to reveal the media discourse style.

In general, Text is related to linguistics, for example by looking at vocabulary, semantics, and sentence structure, as well as coherence and cohesiveness, and how these units form an interpretation (Munfarida, 2014: 9). In this article, the study of Text will discuss the linguistic elements found in the news coverage of the electability of the President of the Republic of Indonesia inside the news of Indonesian President Joko Widodo's electability. Thus, to strengthen linguistic findings, researchers will use stylistics.

Meanwhile, Discourse Practice (DP) is a dimension which related to the process of text production and consumption (Munfarida, 2014: 9); for example, work patterns, work charts, and the routines when producing news. In this case, DP will discuss the text production process concerning the identity of metrotvnews.com mass media.

In order to find out the style of discourse on metrotvnews.com related to the news of Indonesian President Joko Widodo's electability, a stylistic analysis is needed. Stylistics (in simple terms) is the science of language style. Style is a form of author's language use that aims to express images, ideas, and opinions, so that the language style produces certain effects for the responders. The study of language style as a form of author's language use that characterizes the author's personality is one of the tendencies of Stylistics (Munir, 2013: 3).

Al-Ma'ruf (2010:18) emphasizes that the language style inherent in an author's self and ideology is like the aroma of a food that serves to increase taste and flavor. Language style can also be used to determine and find the characteristics of an existing discourse (Sulistyono, 2016: 74). In the concept of language style in a literary text.

Al-Ma'ruf provides several classifications of stylistic functions, including: 1) language style can increase the interest of readers/listeners to follow what is conveyed by an author/speaker; 2) language style can make readers/listeners more sure and believe in what is conveyed by the author/speaker; 3) language style can bring readers/listeners into a certain mood after understanding what is conveyed by an author/speaker; and 4) language style can make readers imprinted by the ideas conveyed by the author/speaker.

There are two tendencies in Al-Ma'ruf's stylistic work model, namely Descriptive Stylistics and Genetic Stylistics. Al-Ma'ruf's stylistics model is based on the formulations of at least three experts, namely Abrams (1981), Keraf (1991), and Pradopo (2004), as result a formula was born which became the Al-Ma'ruf stylistics model, namely Diction (Lexical Elements), Sentences (Syntactic Elements), Discourse (Discourse Elements), Figurative Language, and Imagery. However, in this article, researchers will only employ elements of discourse stylistics to find out the style of discourse used by metrotvnews about the electability of Indonesian President Joko Widodo.

RESULT AND DISCUSSION
Text Dimension

Analysis of the text dimension includes traditional forms of linguistic analysis which include analysis of vocabulary, semantics, sentence grammar, smaller units, sound systems (phonology) and writing systems. The following are the findings of Linguistic Analysis of the news text on Joko Widodo's Electability and the Issue of Race Politics.

Table 1. Text dimension findings

	Findings
1	Populi Center assesses the level of public satisfaction with President Joko Widodo is directly proportional to his electability___

2	... the level of electability could decline of Jokowi is attacked with identity politics ahead of the 2019 Presidential Election (*Pilpres*) 2019.
3	... there is an increase in the level of satisfaction toward Jokowi in his three years of reign___
4	Jokowi's level of electability is now still the highest compared to other candidates._____
5	Jokowi was hoped not to be complacent regarding his high level of electability._____
6	Electability is not always directly proportional with the level of electability
7	According to him, the gap between satisfaction and electability is influenced by identity politics.___
8	"Because the emergence of this identity politics, its affecting international politics as a whole because Donald Trump also plays the same role of identity politics and must be anticipated in 2018-2019," he said._

Based on the table above, several dominance of Linguistic components such as Repetition and Comparison could be found.

Discourse Dimension

Discourse practices incorporate the ways in which media workers produce texts. The process of text production in Fairclough's discourse principle is related to experience, knowledge, habits, social environment, conditions, circumstances, context, and other things that are inherent in the text producer/creator of the discourse text (Saraswati and Sartini, 2017: 183). If drawn to a broader realm, this affects those individuals who are bound by it, such as journalists.

The production of text as a discourse is also related to the journalists themselves as a person; the nature of the journalist's network with other media workers; the pattern of media work as an institution, such as how to cover news, write news, until it becomes news in the media. Thus, Fairclough (through Saraswati and Sartini) suggests that the analysis of discourse serves to determine the process of production, dissemination, and the use of texts.

Based on the news at MetroNews Online which is the target of analysis in this article, the topic discussed is Identity Politics Can Tackle Jokowi in the 2019 Presidential Election was written by Achmad Zulfikar Fazli on Wednesday, December 20, 2017 at 19:59 WIB in Jakarta and published online. As quoted in https://id.linkedin.com/, Achmad Zulfikar Fazli is a Journalist in MetroTvnews.com. MetroTV is a private television station based in Indonesia. MetroTV was established by PT Media Televisi Indonesia, officially on air since November 25, 2000 in Jakarta. MetroTV is owned by Surya Paloh's Media Group, which also owns Media Indonesia and Lampung Post. PT Media Televisi Indonesia is a subsidiary of Media Group, a media group led by Surya Paloh, who is also the owner of Media Indonesia newspaper. PT Media Televisi Indonesia obtained a broadcasting license under the name "MetroTV" on October 25, 1999 (Mabruri, 2013:13).

Mabruri added that on November 25, 2000, MetroTV first went on air in the form of test broadcasts in 7 cities. At first, it only broadcast 12 hours a day, but since April 1, 2001, MetroTV began broadcasting for 24 hours straight, making MetroTV the first TV station in Indonesia to broadcast 24 hours.

Identity Politics Could Tackle Jokowi in the 2019 Presidential Election (Linguistic Analysis Review)

Text is all forms of language that may include communication expressions, speech, music, pictures, sound effects, images, and writing on sheets of paper (Eriyanto, 2001:9). As a form of discourse, Fairclough (in Rizki, 2016:48) mentions three functions of text as a means of conveying discourse, namely social identity function, relational function, and ideational function. By critically analyzing the text, we would discover a representation of a social identity on how a person, event, social group, and a situation are presented in a text. Surely, this will be derived from the identity of the author of the text itself.

In the first step of text analysis, Fairclough provides recommendations on reviewing the linguistic elements of a text. Coherence and cohesion are two important aspects in the production

of discourse or text in terms of language, so that the integrity of a text depends on the level of coherence and cohesion (Winarto et al, 2016: 186). Coherence is the connection of two different sentences or words that can be connected, so that they appear coherent (Eriyanto, 2001: 242). Meanwhile, cohesion is the relationship between parts of the text marked by the use of language elements. The concept of cohesion basically refers to the relationship of form, meaning that the elements of discourse (words or sentences) used to compose a discourse have a compact and unified connection (Mulyana, 2005: 26).

Based on the table above, it can be found that there are two kinds of language features contained in the news text about Joko Widodo's electability on MetroTv News. The language features are repetition and comparison. Nurdin (in Kuspriyono, 2015: 3) says that repetition is a stylistic expression that expresses its intent and purpose by repeating phrases, words, or clauses in the sentence. The purpose is to reemphasize the meaning of the intent and purpose of the sentence.

In the news coverage of Joko Widodo's electability, there are several snippets of repetition used in it, namely electability which is stated 5 times, and racial politics 3 times. These repetitions can provide several interpretations as follows:

1) Joko Widodo's electability is directly proportional to the level of satisfaction of the Indonesian people with Joko Widodo's regime;
2) Joko Widodo's electability is proven by the increasing level of satisfaction towards Joko Widodo in the three years of his reign;
3) Joko Widodo's electability level is still the highest compared to the other candidates;
4) Racial politics began to emerge since the victory of Anis Baswedan-Sandiaga Uno in the 2017 DKI Jakarta elections;
5) Racial politics brought Basuki Thahja Purnama (Ahok) down to defeat, although his electability

exceeds the electability of Anis Baswedan-Sandiaga Uno;

Based on the analysis of the repetition interpretation, it can be said that Basuki Thahja Purnama (Ahok) and Joko Widodo (in this news report) are two figures who have high electability and satisfaction levels that (will) be faced with racial political issues that complicate politics in Indonesia. Based on the news text, Ahok's defeat was caused by racial politics played by some political individuals. Therefore, the news writer said that Joko Widodo is expected to remain vigilant about his electability, because electability is not always directly proportional to the level of electability of the society.

Another linguistic feature is comparison. In a comparison, something is compared to something else with various points of view as the comparison. Comparisons can be stated explicitly and implicitly, depending on the language user or the author of the text itself. Explicitly, the comparison is expressed by using comparison tools (comparative vocabulary), such as than, rather than, compared, better than, unlike, and so on. Based on the context of the news coverage of Joko Widodo's electability, the facts about comparison can be seen in the quote below:

1) Tingkat elektabilitas Jokowi pun kini masih yang tertinggi dibandingkan calon lain. *(Jokowi's electability level is now still the highest compared to the other candidates).*

The comparison using the word "compared" is a way of comparing and considering that the thing used as the object of comparison is not as good as the subject (what is compared) (Masruchin, 2017: 10). In this case, Jokowi's electability level is the subject of comparison that has the characteristic of exceeding (highest) than other candidates as the object being compared, so it can be said that no one is able to surpass Jokowi's electability. This is reinforced by the element of Superlative (in English: Superlative Degree) in the form of the word "highest".

Joko Widodo's Electability Discourse Style on Metrotvnews.com (Media Identity Construction and Media Stylistics)

Fairclough considers the analysis of texts alone as developed by linguists to be insufficient, because it cannot reveal further and deeper socio-cultural conditions behind the emergence of texts. Likewise, this view also criticizes post-structuralists who emphasize the socio-cultural aspects of the emergence of texts without providing an adequate methodology for analyzing texts that are basically representations and articulations of thoughts, interests, and ideologies inherent in the text.

Joko Widodo's Electability, Racial Political Issues, and the 2019 Presidential Election can be a piece of text/discourse that is written differently, but has a pragmatic and discursive relationship. In the news about Joko Widodo's electability on the Metrotv News Online media with the Headline "Identity Politics Is Judged to Be able to Tackle Jokowi in the 2019 Presidential Election", is news that cannot be separated from the role of the media which includes the position of the media in the political world. Joko Widodo's electability is clearly stated with a good point of view compared to the news / statements about racial politics that appear in the news text.

Therefore, the figure of Joko Widodo gets a good imagery in the news published by the online media. Meanwhile, other political elites/figures who also served as the elected Governor of DKI Jakarta: Anies Baswedan and Sandiaga Uno are blatantly and explicitly mentioned as representatives of the people who were elected not because of their electability, but because of racial politics that were spread to mobilize the public to elect them as Governor of DKI Jakarta.

The parallelism discourse style used in reporting on the electability of President Joko Widodo complicating the news on Metrotvnews.com. the parallelism discourse style shows cohesion and coherence in each text/news on metrotvnews.com that reports on the electability of President Joko Widodo. In this case, Subahnan (2016:87) assesses the use of parallelism discourse style in the presidential election campaign discourse including words, phrases, groups of words, and sentences that essentially serve the same function in the same grammatical form.

The parallelism discourse style in this news indirectly employs Fairclough's discourse principle that language is a practice of power (Saraswati and Sartini, 2017: 182). Although, the words used are grammatically different, they have the same meaning. Some news snippets related to the electability of Indonesian President Joko Widodo can be seen in the following picture:

Picture 1. News coverage of President Joko Widodo's electability on August 21, 2018

Picture 2. Coverage of President Joko Widodo's electability on November 28, 2018

Picture 3. Coverage of President Joko Widodo's electability on December 20, 2018

The cohesion and coherence of the news on the electability of Indonesian President Joko Widodo is formed by the mechanism of using

repetition as a discourse style. With such repetition, Al-Ma'ruf's opinion about the function of language through discourse style can be justified.

Thus, discourse repetition is done by repeating sentence elements that include words to give the impression that what is repeated is something important and true (Sugiyati, 2011: 7). Discourse play through repetition can increase the interest of readers/news listeners to agree with what is conveyed by the media, make readers/news listeners more convinced and believe in what is conveyed in the media, it can also make readers/news listeners drift into beliefs about their choices after understanding what is conveyed by the media; and can make readers impressed by the ideas conveyed by the media due to other discourse stylistic means, such as facts accompanied by pictures and opinions of figures.

CONCLUSION

The media plays an important role in mobilizing and constructing a public ideology with its distinctive and persuasive reporting and editorial style. The existence of the media cannot be separated from political conditions from time to time, in the end many of the political elites control a media, and even several media. The media is built on an institutional, coordinative, ideological and visionary basis, as a masterpiece. Surely, these four elements influence the news and style of a media's coverage of something.

In this sense, the author sees a bound relationship between the text of the news coverage of President Joko Widodo's electability in Metrotv News Online and its construction chart, namely Metro Tv which is accommodated by the leadership of Metro Tv as one of the political elites who are in the ranks of Joko Widodo's supporters. In addition, from the point of view of media discourse stylistics, the news about Joko Widodo's electability is given with a parallelism discourse style to create a cohesion and coherence news in gaining public trust.

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