Public Image of Ganjar Pranowo on the News in @Oposisicerdas.com and @Tribunnews.com Twitter Accounts

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Article Info	Abstract
	Critical discourse analysis (CDA) on Ganjar Pranowo's pulic image is interesting to do because in CDA, discourse not understood as a language study but used to convey the ideology to influence readers. This research aims to find Ganjar Pranowo's public image in the news on @Oposisicerdas.com and Tribunnews.com Twitter accounts. This research uses the Norman Fairclough CDA method. The data source is discourse on @Oposisicerdas.com and @Tribunnews.com Twitter accounts from March to May 2023. The results of this study revealed Ganjar Pranowo's public image on @Oposisicerdas.com and Tribunnews.com Twitter accounts. Ganjar Pranowo's news construction on Twitter accounts @Oposisicerdas.com and @Tribunnews.com is in the form of interpretation of the discourse production process, discourse dissemination, and text consumption. Socio-cultural practices in Ganjar Pranowo's reporting on @Oposisicerdas.com and @Tribunnews.com are influenced by situational, institutional, and social aspects. This finding can cultivate sosial media news reader to be wiser in capturing information.

INTRODUCTION

The development of communication technology has made changes to the culture of society. At this time people can see anything through the device they have. One of the products of communication technology is mass media (Setiawan, 2018). This change in trend is also based on changes in young readers who are more comfortable using the internet to access news than reading news in newspapers, young readers prefers online news (Skogerbo &; Winsyold, 2011). Online media is most often used in Indonesia as a forum for disseminating information, one of which is Twitter.

Twitter is used as a forum for disseminating information because it is popular. Harahap & Adeni (2020) stated that during this pandemic, the use of social media has become a trend, plus the ease of buying and selling online. Social media user data from Hootsuite (We Are Social) reveals that social media users in 2021 amounted to 170 million users and accounted for 61.8% of the total population in Indonesia. Furthermore, the social data usage that ranks in the top five in a row is Youtube, Whatsapp, Instagram, Facebook, and Twitter.

In CDA, a discourse is considered to have a hidden purpose that is not recorded in the physical form of the discourse. In the CDA perspective, language does not determine meaning but sometimes something outside the language itself contributes to determining the meaning of a language. As per Fairclough, Critical discourse analysis (CDA) is a form of critical social analysis that focuses on the relationship between discourse and other aspects of social life (Fairclough, 2018). Analysis using this approach allows solving problems regarding injustice, domination, or discrimination (Haryatmoko, 2015).

Research on public opinion formation has been carried out by many researchers, let's call Jovita's research (2017) entitled The Role of Social Media in Public Opinion Formation (Case Study of Twitter Social Media on @Fahrihamzah Account). According to Jovita, a politician is very likely to cultivate public opinion to side with them through social media. This is because the spread of social media is so fast, with a relatively short time, and costs are cheaper than campaigns like before social media spread in Indonesian society.

Based on that, public image analysis on Ganjar Pranowo became crusial because discourse contain ideology. This study aims to analyze Ganjar Pranowo's public image on Twitter accounts @Oposisicerdas.com and @Tribunnews.com. This finding can cultivate sosial media news reader to be wiser in capturing information.

METHODOLOGY

There are two kinds of research approaches, theoretically and methodologically. Theoretically, this study uses Norman Fairclough's CDA approach. Fragments of news discourse on Twitter accounts @Oposisicerdas.com and @Tribunnews.com regarding Ganjar Pranowo in March-May 2023 are data in this study. The data source comes from news discourse on the @Oposisicerdas.com and @Tribunnews.com Twitter accounts from March to May 2023. The focus of this research public image of Ganjar Pranowoon Twitter accounts of @Oposisicerdas.com and @Tribunnews.com using Norman Fairclough's CDA. Data collection in this study was carried out using reading and recording techniques (Zed, 2008), critical linguistic methods (Ulinuha, 2013), and literature studies (Darmalaksana, 2020). This research data analysis method uses Norman Fairclough's CDA method and data validity test using data trianggulation (Adlini, 2022).

RESULTS AND DISCUSSION

The results of this study are form of public image of Ganjar Pranowo. This news is analyzed in the realm of description, interpretation, and socio-cultural practices of discourse according to Norman Fairclough's CDA framework. The description of this study, in the form of using vocabulary, grammar, and textual structure to

show Ganjar Pranowo's public image. Ganjar Pranowo's news construction on Twitter accounts @Oposisicerdas.com and @Tribunnews.com is in the form of interpretation of the discourse production process, discourse dissemination, and text consumption. Socio-cultural practices in Ganjar Pranowo's reporting on @Oposisicerdas.com and @Tribunnews.com are influenced by situational, institutional and social aspects.

Public Image of Ganjar Pranowo on @Oposisicerdas.com Twitter Account

Ganjar Pranowo's news on the Twitter account @Oposisicerdas.com was studied based on Fairclough's CDA method to produce (1) discourse descriptions, (2) discourse interpretations, and (3) socio-cultural practices of discourse. The following is a discussion of the results of Ganjar Pranowo's news research on the Twitter account @Oposisicerdas.com.

Description of Ganjar Pranowo's Public Image on @Oposisicerdas.com

Language plays an important role in the production process of news texts. Language in this sense is not merely an instrument for conveying messages or information but also a transfer of media ideology to a reading audience. The ideological transfer is manifested in the form of vocabulary, grammatical, and text structure choices (Hasanah &; Mardikantoro, 2017).

Ganjar Pranowo's news description on Twitter account @Oposisicerdas.com includes the use of vocabulary, grammar, and visible sentence structure, according to the results of the analysis. From the results of the analysis of news on the Twitter account @Oposisicerdas.com shows a pattern of repetition of political vocabulary as an affirmation of the media's attitude towards Ganjar Pranowo. The following fragment of the discourse shows the overcoming of the apologetic phrase which is used as an emphasis that Ganjar did not apologize regarding the statement against Israel's arrival. The vocabulary of apologizing has an experiential meaning in the form of vocabulary that has a convincing effect. Media @Oposisicerdas.com

tried to convince readers that Ganjar still refuses Israel's arrival. This is used by @Oposisicerdas.com to display Ganjar Pranowo's public image.

''Ganjar meminta maaf bukan karena statement yang menolak kedatangan Israel, melainkan meminta maaf karena anak-anak muda di timnas U-20 gagal tampil di ajang 4 tahun itu''.

Furthermore, the use of formal words is used by the media to emphasize the credibility of the news presented by the @Oposisicerdas.com media. The use of formal words in the news is useful for making the situation formal and making the word effective so that there is no misinterpretation and incomprehension by the reader. By using the word formal, @Oposisicerdas.com media shows the importance of the news they upload. Here's a snippet of news from @Oposisicerdas.com media featuring the word formal.

"Tidak hanya loyalitas kepada partai, tapi juga sikap kita yang jelas terhadap konstitusional bahkan regulasi seperti Peraturan Menteri sangat jelas."

In addition to formal vocabulary usage, @Oposisicerdas.com media often features negative evaluations. Negative evaluations are often presented in @Oposisicerdas.com news according to the results of the analysis that has been done to show a negative image to the character. This reflects @Oposisicerdas.com media's ideology of opposition. For example, Ganjar Pranowo's news follows.

Pernyataan Ganjar yang dianggap menjadi penyebab FIFA mencabut posisi Indonesia sebagai tuan rumah itu tak lain adalah terkait penolakan terhadap Timnas Israel.

In the realm of grammar, the use of third-person pronouns is predominantly used in Ganjar Pranowo's news on the Twitter account @Oposisicerdas.com. This shows that @Oposisicerdas.com media positions itself as a third party in this case political figures, Ganjar Pranowo, and the public. As in the following piece of news.

Akan tetapi, dia tegas pada pendiriannya, bahwa kehadiran delegasi parlemen Israel dalam

IPU di Bali itu melanggar aturan, konstitusi, dan tak sesuai amanat Bung Karno. Jadi presiden kedatangannya sudah ada, tampanya tidak pernah ada suara-suara keras dari PDIP menolak langsung," sambungnya.

The pronoun he and his in the news fragment replaced the position sequentially Ganjar Pranowo, the public, political observers. The media @Oposisicerdas.com quoted a third-person statement as if it were the media speaking. The statement is used by @Oposisicerdas.com media to attract readers by generating controversial third-party statements and inviting public questions. This strategy succeeded in attracting readers to click on news in @Oposisicerdas.com media and became the subject of public discussion on the @Oposisicerdas.com Twitter account.

Based on several aspects that have been analyzed from the news discourse, @Tribunnews.com journalists have utilized vocabulary, grammar, and textual structure to represent their ideology. From the results of data processing in the form of a description of Ganjar Pranowo's news on the Twitter account @Oposisicerdas.com the March-May 2023 news period focused on three things, namely Ganjar Pranowo's commitment to reject Israel on the issue of hosting the world cup, Ganjar's controversial personal statement, and the views of other figures and the public to Ganjar Pranowo, all three of which lead to a negative image of Ganjar Pranowo with an emphasis on repetition of words, aspects of negative evaluation, and third-person pronouns used by the Twitter account @Oposisicerdas.com in presenting its news.

The Twitter account @Oposisicerdas.com also has the same text structure pattern in every news related to Ganjar Pranowo, namely the pyramid news pattern. This pattern is very suitable to be used in online news because people in the era of instant technology like news with exposure to the core of the news first.

Interpretation of Ganjar Pranowo's Public Image on @Oposisicerdas.com

The process of interpretation is essentially the process of interpreting text and context and intertextuality. The interpretation includes four dimensions, namely what happens (what's going on), who is involved, what relationships are at issue, and what is the role of language (Suntoro, Rustono, &; Santoso, 2022). Dianastiti., et al (2016) in the analysis of representations at the intersentence circuit level, it will be seen which parts or sentences are highlighted by journalists compared to other sentences.

Each media has the prerogative in constructing news, including selection of issues or suppressing news issues to be highlighted. This can be influenced by the perspective of journalists who will determine what things will be highlighted or discarded. Likewise, journalists on the media @Oposisicerdas.com and @Tribunnews.com. Journalists in constructing news there are differences depending on their respective ideologies.

In the @Oposisicerdas.com media, which was formed in 2019, it does not have a person in charge and manager in the description of its website. This medium only includes the email address as a contact. From its tagline, this media wants to state that people must be smart news readers. Savvy newsreaders choose @Oposisicerdas.com media as one of the news sources. This media blatantly reveals that the ideology of the media is opposition with a controversial media name.

In this media, news is usually quoted from press releases of figures, expressions of other figures, and from the views of audiences who are controversial with the Government. Provocative titles are often used as the allure of media bringing in readers. This media emphasizes a report by re-including controversial statements into other news that tend to be out of context.

@Oposisicerdas.com media always reports from the point of view of the opposition and displays a negative image of Ganjar Pranowo. In this case, journalists do not take part in channeling their ideology in the news. Thus, it can be concluded that journalists work according to the ideology of the editor-in-chief or his superiors or even the owner of the media. This

shows that the entire content of the news is a reality constructed in the form of meaningful discourse in accordance with the aims and objectives of the media to raise the news that is aired.

In expressing their views, consumers stated that the reporting of political figures on Twitter @Oposisicerdas.com and @Tribunnews.com prioritized economic matters by using provocative, exaggerated, and sometimes fabricated quotes that did not match reality just for the image of the public. The goal is to make the news viral so that it gets a profit.

Then, the way Twitter @Oposisicerdas.com media conveys information about political figures has two sides, namely the positive side and the controversial side. Conveying information about political figures is done by quoting the expressions of figures, comparing performance, and then quoting the expressions of other figures.

Regarding the balance of the two media in presenting news of political figures is less balanced. This can be caused by factors such as who the leader is because it can affect what news will be shown to readers. In addition, the headline in the news is sometimes provocative, which is to point to something in a negative direction so that it can lead to division or provide comments that are not connected. Such alignments are sometimes due to political or economic considerations.

Explanation of Ganjar Pranowo's Public Image on @Oposisicerdas.com

This stage of explanation can also be called the analysis of socio-cultural practices. Sociocultural practice analysis is based on the assumption that social contexts that exist outside the media influence how discourse emerges in the media. In analyzing the discourse on socio-cultural practices, according to Norman Fairclough, it is divided into three aspects, namely situational, institutional, and social aspects. The following describes these three aspects behind @Oposisicerdas.com and @Tribunnews.com media in producing Ganjar Pranowo's news discourse.

The situational aspect is involved in constructing news discourse based on the situational context. In the construction of Ganjar Pranowo's news on @Oposisicerdas.com and @Tribunnews.com media, it can be seen that the text is influenced by the political situation in 2023 where in 2024 the Presidential Election (Pilpres) will be held. In addition to being influenced by political circumstances, the construction of the text is also influenced by the situation ahead of the U-20 World Cup with the host in Indonesia. The Israeli national team that competed in the U-20 World Cup caused rejection from various parties, one of which was the rejection from Ganjar Pranowo. From this situation, news discourse emerged about Ganjar Pranowo's rejection both in the @Oposisicerdas.com and @Tribunnews.com media, which had an impact on his electability as a presidential candidate in the upcoming 2024 election.

@Oposisicerdas.com media in its reporting tends to carry the ideology of the Government's opposition. From this, @Oposisicerdas.com Media displays a negative image of Ganjar Pranowo. This can be seen by displaying controversial statements, statements of other figures who are not partial to the figure, and negative sentiments of the community. In addition, @Oposisicerdas.com media also does not hesitate to give negative evaluations to various parties who are contrary to media ideology because the media has a goal to build political awareness and fight for law enforcement.

Public Image of Ganjar Pranowo on @Tribunnews.com Twitter Account

The following is the result of Norman Fariclough's CDA model research on Ganjar Pranowo's news on the @Tribunnews.com Twitter account in the form of discourse descriptions, interpretations of discourse, and socio-cultural practices of discourse.

Description of Ganjar Pranowo's Public Image on @Tribunnews.com

In Ganjar Pranowo's news discourse on the Twitter account @Tribunnews.com, there are

twenty news stories that will be analyzed using Norman Fairclough's critical discourse analysis. Discourse is analyzed based on discourse characteristics in the form of 3-dimensional aspects of discourse, namely description, interpretation, and explanation. The following will describe the description of Ganjar Pranowo's news on the Twitter account @Tribunnews.com.

The description of Ganjar Pranowo's news on the Twitter account @Tribunnews.com includes the use of vocabulary, grammar, and visible sentence structure, according to the results of the analysis. From the results of the analysis of news on the Twitter account @Tribunnews.com shows a pattern of repeating political words as an affirmation of the media's attitude towards Ganjar Pranowo. As in the news discourse entitled "FIFA Removes Indonesia as Host of the U20 World Cup, Ganjar Disappointed Severely" Twitter media @Tribunnews.com displays the reuse of vocabulary in the form of communication words, being a co-host, being a co-host, communicating, and co-hosting opportunities. The repetition of the vocabulary shows that the Twitter media @Tribunnews.com in narrating its news represents the ideology of the Government, namely the opportunity for Indonesia to become a co-host in the U-20 World Cup. @Tribunnews.com media tends to show the positive side of Ganjar Pranowo from their reporting. The pattern of word repetition is used as a means of forming a positive image of Ganjar Pranowo.

@Tribunnews.com media mostly use the word informal in the news they present. Informal words are indicated by the use of what words, it's okay, and really. The use of informal words in news discourse is used to indicate a relaxed situation, familiarity, or leeway in a news story so that it is easy to understand.

There are intentional and epistemic modalities in Ganjar Pranowo's news discourse in @Tribunnews.com media. Intentional modalities are expressions that side with hope, will, encouragement, or demand. In the discourse fragment, one of the discourses that has been analyzed is marked by a lexical mau. Ganjar Pranowo expressed his will to apologize to the Indonesian national team and convey his encouragement to them. While epistemic modalities are modalities used to express possibilities, predictability, necessity and certainty. The epistemic modality in the discourse fragment is shown with a definite lexical. The sentence that has been presented contains an element of certainty that there will be people who do not like Ganjar Pranowo after his rejection of the Israeli national team.

In the realm of grammar, the use of third-person pronouns is predominantly used in Ganjar Pranowo's news on the Twitter account @Tribunnews.com. This shows that @Tribunnews.com media positions itself as a third party in this case political figures, Ganjar Pranowo, and the public. The pronoun represents the views of political and public figures who support Ganjar Pranowo's stance and candidacy as President of the Republic of Indonesia. This can also be seen in the positive evaluation given by @Tribunnews.com media to Ganjar Pranowo. These pronouns appear in the following news fragments.

(1) **Ia** mengaku akan memperjuangkan agenda buruh.
(2) "**Beliau** adalah sosok yang merakyat, dan berintegritas, Pancasilais, serta Pro Kebhinekaan," ujar**nya**.

From the fragment of the news, it appears that the pronoun he, he, successively replaced Ganjar Pranowo, the public, and political figures who supported Ganjar Pranowo positively.

The last aspect is the textual structure aspect of discourse. In this aspect, @Tribunnews.com media uses an inverted pyramid structure pattern consisting of three elements, namely headline (news digest), lead (extract or brief report from the news), and body (completeness of news). The use of an inverted pyramid structure pattern is useful for attracting news readers by presenting the news core first.

From the results of data processing in the form of a description of Ganjar Pranowo's news on the @Tribunnews.com Twitter account, the March-May 2023 news period focuses on three things, namely the personal statements of Ganjar Pranowo figures, statements of other figures

regarding Ganjar Pranowo, and public views on Ganjar Pranowo. All three lead to a positive image of Ganjar Pranowo with an emphasis on word repetition, positive evaluation aspects, and third-person pronouns used by the Twitter account @Tribunnews.com in presenting its news. @Tribunnews.com media has utilized vocabulary, grammar, and textual structure to represent the ideology adhered to. From the results of the description analysis, it appears that @Tribunnews.com media has a more neutral nature and gives a positive image of Ganjar Pranowo in most of the analysis reports.

Interpretation of Ganjar Pranowo's Public Image on @Tribunnews.com

Twitter @Tribunnews.com also has the same text structure pattern in every news related to Ganjar Pranowo, namely the pyramid news pattern. This pattern is very suitable for use in online news because people in the era of instant technology like news by explaining the core of the news first. Twitter account @Tribunnews.com often uses non-formal words and euphemistic expressions as a style of media interlude.

Interpretation of Ganjar Pranowo's Public Image on @Oposisicerdas.com

Media @Tribunnews.com is an online media site in Indonesia managed by PT Tribun Digital Online. @Tribunnews.com presents information from Sabang to Merauke through the Tribun Network. Therefore, @Tribunnews.com has the tagline "Local Eyes Reach Indonesia" which is based on Hyperlocal by raising local news through a regional perspective. Thus, @Tribunnews.com presents local value in every news story and in conveying points of view derived from direct news sources without intermediaries.

The news production process at @Tribunnews.com consists of three stages, namely the pre-production stage, the production stage, and the post-product stage. The pre-production stage is carried out to search for initial ideas to search for news in the field and conduct interviews with related sources. The production stage is the stage of producing news obtained by journalists in the field and then the news is sent to the editor. Finally, the post-production stage is the stage carried out by editors to process news that has been made starting from the grammar editing process to related images. After all the stages have passed, the news is ready to be published on the website or printed in the newspaper.

Istiq consumers who often follow the news on Twitter @Tribunnews.com consider reporting more populist political figures, which usually appear at certain moments.

Then, the way Twitter @Tribunnews.com media conveys information about political figures has two sides, namely the positive side and the controversial side. Conveying information about political figures is done by quoting the expressions of figures, comparing performance, and then quoting the expressions of other figures. Twitter media @Tribunnews.com in conveying information about political figures is considered to be able to package in an interesting way through contemporary content so that it is easily understood by young people. For example, using slang such as spill tea, things like anak jaksel (South Jakarta), so that it is more easily accepted by ordinary people.

Regarding the balance of the two media in presenting news of political figures is less balanced. This can be caused by factors such as who the leader is because it can affect what news will be shown to readers. In addition, the headline in the news is sometimes provocative, which is to point to something in a negative direction so that it can lead to division or provide comments that are not connected. Such alignments are sometimes due to political or economic considerations.

Explanation of Ganjar Pranowo's Public Image on @Tribunnews.com

@Tribunnews.com media tend to construct news straightforwardly. The news against Ganjar Pranowo is narrated by the media according to the statements of the figures concerned and sometimes the statements of many figures are displayed rather than news narratives from the media. This is so that readers trust the

news presented. @Tribunnews.com media also tends to give positive evaluations of Ganjar Pranowo, for example when apologizing to the public but not regretting rejecting Israel. Ganjar Pranowo's attitude in apologizing to the community was narrated by @Tribunnews.com media with a positive evaluation along with a statement from the community who forgave him (Indonesian National Team Player, Hokky Charaka). Ganjar Pranowo's campaign strategy is also more often highlighted, in contrast to @Oposisicerdas.com media which tends to highlight the impact of his rejection of electability in the 2024 election in the eyes of the public. The background of the political year and preparations for the 2024 Presidential Election have more or less influenced journalists in narrating their news.

The institutional aspect at this explanatory stage looks at how the influence of organizational institutions in the process of producing news discourse. This institution can come from the public, high-ranking state officials, or from the media itself. This means that the institution has an ideology that plays a role in constructing Ganjar Pranowo's news discourse. In this case, ideology is seen as an idea that is believed and a intention of language users so that it is constructed in the form of discourse. Ideology is seen as a basic idea that language users believe.

In addition to situational and institutional aspects, in constructing Ganjar Pranowo's news discourse is also influenced by social aspects. If the situational aspect refers to situations and atmospheres that affect the formation of a discourse, the institutional aspect focuses on institutions related to news, then the social aspect looks more at macro aspects in society as a whole, such as the political system, economy, or social system of society.

The existence of a social context surrounding the news of Ganjar Pranowo is one of the factors that need attention. The social context that occurred at that time was the phenomenon of disappointment of the majority of people with Ganjar Pranowo. The emergence of this confusion because Ganjar Pranowo's rejection of Israel led to the cancellation of Indonesia from hosting by FIFA and the

Indonesian national team which did not compete in the U-20 World Cup. From this phenomenon, people expressed disappointment, one of which was Ganjar Pranowo for rejecting the Israeli national team.

The social aspect is seen from the political context, the rampant news of Ganjar Pranowo appearing ahead of the 2024 Presidential Election plus the rejection he made to the Israeli national team made the public disappointed so that it affected his eleketability. Seeing this situation, @Tribunnews.com media reported with a positive evaluation of Ganjar Pranowo after his rejection. In addition, it highlighted Ganjar Pranowo's strategy to rise and prepare for his campaign after being announced as the presidential candidate of his party. Meanwhile, the news produced by @Oposisicerdas.com media seems to only report the case of Ganjar Pranowo's rejection of the Israeli national team and other cases that are still related to his rejection by displaying negative evaluations in each of his reports.

CONCLUSION

The result of this study is Ganjar Pranowo's public image on Twitter accounts @Oposisicerdas.com and @Tribunnews.com. From the results of structural analysis, it was found that @Oposisicerdas.com media displayed a negative image of Ganjar Pranowo, which is a figure who is not respected by the people, controversial, and not supported by the people, while the @Tribunnews.com media displays a positive image of Ganjar Pranowo, which is a figure who is respected by the people, firm, and supported by the people. The recommended advice is news readers on Twitter accounts @Oposisicerdas.com and @Tribunnews.com be more critical and wise in assessing a news presented by news producers. In addition, readers do not only read news from one Twitter account to get varied information.

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