Critical Discourse Analysis of the Positive Narrative About Prabowo Subianto in the YouTube Video 'Helmy Yahya Berbicara'

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August, 2024

Introduction

- In Indonesia, YouTube has a significant influence on politics and society. Data from Katadata.co.id in 2019 shows that YouTube is the most accessed social media platform by 150 million Indonesian citizens.

- The influence of YouTube in politics is not limited to presidential elections or general elections.

- One example of YouTube's significant influence in politics can be seen in the content created by Helmy Yahya, a media and business figure in Indonesia, on his YouTube channel, 'Helmy Yahya Berbicara.' In a video titled 'Learning from Prabowo's Victory,' Helmy Yahya, along with Nusron Wahid, discusses the 2024 Indonesian election and presents a positive narrative about presidential candidate Prabowo Subianto.

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Introduction

The topic covers a critical discourse analysis of the narrative presented by Helmy Yahya alongside Nusron Wahid, discussing Prabowo Subianto on his YouTube channel.

This research is important because it helps to understand how media narratives shape public opinion and reveal the ideology behind the portrayal of political figures, which influences perceptions of power and media literacy.

Problem statement and objectives

Problem statement

1. How does Helmy Yahya use macrostructure, superstructure, and microstructure in his videos to construct a positive narrative about Prabowo Subianto?
2. How does the discourse built by Helmy Yahya in his videos influence public perception of Prabowo Subianto?

Objectives

Analyzing how the positive narrative about Prabowo Subianto is constructed in the YouTube video *Helmy Yahya Berbicara*, as well as understanding its impact on public opinion and the perception of power.

Methods

Type of research

Qualitative descriptive research through critical discourse analysis by Teun A. van Dijk.

Primary and secondary

The primary data source is content from Helmy Yahya's YouTube channel 'Helmy Yahya Berbicara,' while the additional data source consists of comments from viewers below the videos.

Data collection techniques

The observation of the content or YouTube video "Helmy Yahya Berbicara" and the analysis of the comments below it.

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Methods

Teun A. van Dijk critical discourse analysis model

Macro structure

Super Structure

Micro structure

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Analysis

Tabel 1.1 Analysis of Helmy Yahya's Video discussing the reasons why Prabowo won the election

Macro structure	Helmy constructs a central theme that potrays Prabowo as an ideal leader, focusing on his strengths and achievements
Super structure	The narrative is logically organized, starting with the introduction of the political context, followed by a detailed discussion about Prabowo, and concluding with a reinforcement of his positive image
Micro structure	The use of persuasive and positive language helps strengthen the message conveyed and influences public opinion

Conclusion

- Helmy Yahya successfully built and conveyed a positive narrative about Prabowo Subianto through a well structured and effective discourse strategy

- By utilizing macrostructure, Helmy established a central theme that highlights Prabowo's image as an ideal leader. Through superstructure, the narrative was systematically and logically arranged, reinforcing arguments in favor of Prabowo

- At microstructure level, the use of persuasive language and positive terminology strengthened the message being conveyed, effectively influencing public perception

- This study demonstrates that the discourse constructed by Helmy Yahya in his video has significant potential to influence public opinion, particularly leading the audience to conclude that Prabowo is the right choice to lead Indonesia.

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