Critical Discourse Analysis of Khofifah Indar Parawansa's Positive Image in Najwa Shihab's Youtube Video

By:

Della Rizky Artanadya

Supervisor:

Sufyanto

Communication Science Study Program

Muhammadiyah University of Sidoarjo

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Introduction

- The 2024 East Java regional elections are a political contest that will determine the direction of development in the region. Khofifah Indar Parawansa, the incumbent gubernatorial candidate, faces stiff competition, especially from strong figures such as Tri Rismaharini.

- In an effort to build a positive image, Khofifah utilizes digital media, particularly YouTube, as a means of political communication. One of the analyzed content is an exclusive interview with Najwa Shihab on the Mata Najwa program, which highlights Khofifah's achievements and political strategies. This video has received significant public attention, as seen from the number of viewers and comments.

Problem Formulation and Research Objectives

Problem Formulation

How Khofifah Indar Parawansa built her positive image to become a worthy leader in East Java in Najwa Shihab's YouTube video

Research Objectives

This study aims to determine how Khofifah Indar Parawansa builds her positive image to become a worthy leader in East Java in Najwa Shihab's YouTube video.
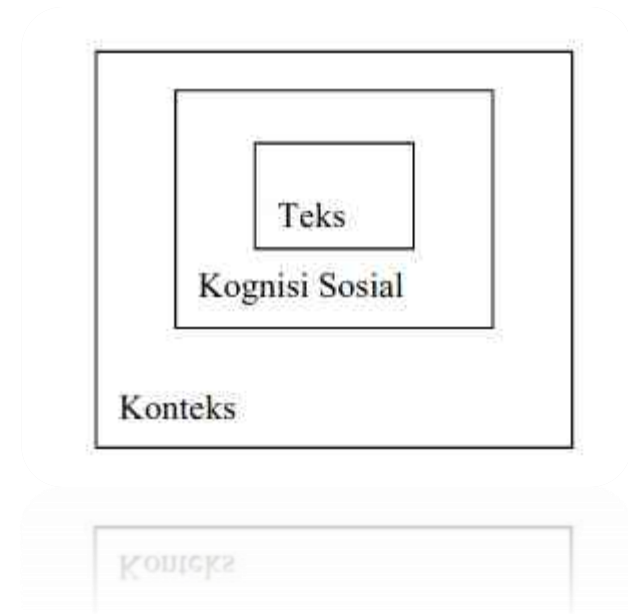
Method

- This study uses a qualitative approach.

- The subject of the study is Khofifah Indar Parawansa on Najwa Shihab's YouTube channel in a video titled "Exclusive: Khofifah-Emil's Survival Strategy,"

- The object of the study is to build a positive image as a candidate for governor of East Java in 2024

- The data collection techniques used include observation and documentation.

- The data analysis process was carried out by converting Khofifah's audio conversation into text.

- It was analyzed using Van Dijk's critical discourse analysis theory, which covers three main dimensions, namely text structure, social context, and social cognition.

Theory

Van Dijk's critical discourse analysis theory, namely :

- Text
  - Macro Structure
  - Superstructure
  - Micro Structure

  (Semantik, Sintaksis, Stilistik, Retroris)
- Social Cognition
- Social Context

Results

- Khofifah's success in building a positive image cannot be separated from the application of communication strategies that cover all dimensions of discourse.

- At the macro level, Khofifah emphasized important issues such as gender equality, harmonious relations with political rivals, and economic development achievements that exceeded national targets, thereby positioning herself as a progressive leader.

- At the superstructure level, a systematic communication flow, starting from building trust with political partners, demonstrating broad support from party coalitions, to closing with an optimistic vision for East Java, creates a convincing and consistent narrative.

- At the micro level, the use of semantics in the form of factual details, inclusive language, populist word choice, and strong rhetoric reinforces her image as a leader who is close to the people.

- From a social cognition perspective, Khofifah demonstrates full awareness of how public perception is formed and carefully chooses which issues to respond to so as not to get caught up in negative narratives. Meanwhile, in a social context, her simple and easy-to-understand communicative style makes her political message relevant to the culture of the people of East Java, who value harmony and togetherness.

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