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Letter of Acceptance
424/ICEMSS/IX/2025

Title of the Conference : International Conference On Emerging New Media and Social Science

Title of Proceeding : Proceeding of International Conference on Social Science and Humanity

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

Authors [s]: Della Rizky Artanadya, Sufyanto

Dear Participant,

We are pleased to inform you that your paper has been peer-reviewed and accepted for publication in the *Proceeding of International Conference on Social Science and Humanity*, which is part of the *International Conference on Emerging New Media and Social Science*.

We greatly appreciate your contribution and look forward to presenting your work in our upcoming proceeding.

For any questions or further assistance, please contact us at

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Best regards,



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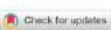
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Articles

CRITICAL DISCOURSE ANALYSIS OF KHOFIFAH INDAR PARAWANSA'S POSITIVE IMAGE IN NAJWA SHIHAB'S YOUTUBE VIDEO

DOI: <https://doi.org/10.81786/icossd.v2i2.424> 

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ABSTRACT HOW TO CITE METRICS REFERENCES LICENSE

Objective: This study analyzes Khofifah Indar Parawansa in Najwa Shihab's YouTube video during the 2024 East Java regional elections. Using Teun A. van Dijk's critical discourse analysis theory, this study aims to determine how Khofifah builds her positive image in Najwa Shihab's YouTube video. **Method:** This study uses observation and documentation methods to collect the necessary data. **Results:** The results of the analysis show that Khofifah successfully built a positive image in the public eye through the use of polite and easy-to-understand language, as well as effective communication strategies on the YouTube platform. The main themes raised included strategies for surviving political contests and previous achievements, with an emphasis on good relations with political rivals and attention to gender

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