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Critical Discourse Analysis on Social Practices in Politics (Norman Fairclough Critical Discourse Analysis)

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Abstract:

In this study, the researcher examines the social practices that occurred between musician and politicians. A politician from the Nasdem party responds to accusations given by Ahmad Dhani who is a musician that joins into the politics against Ahok supporters. The approach used is a model of Critical Discourse Analysis by Norman Fairclough. The method used is descriptive qualitative. Based on the results of the analysis, it indicates that the politic structure is the social structure, Nasdem party is the social institution, and the social act is criticising each other between the musician and the politician. The results also show that verbal process dominates the text by using power and social status to control the rival.

Key Words : Musician, Politician, Nasdem, Ahok, Norman Fairclough

Introduction

In daily life there many elemnt wich is supported no exepert politics. In politics, mutual criticism is inevitable. Mutual criticism between rivals, defenders, and supporting parties is common. This can happen because each politician has a different ideology and goals. In politics there are a lot of power uses and social wrongs done by certain parties with hidden intentions. The real politician meant by the researcher is a politician who purely comes from the political world, unlike an artist who then plunges into the world of politics.

Both musicians (artists) and politicians have different social statuses. Both can be known by the public through the media, making it easier for them to steal people's attention. Armed with that fame often these musicians and politicians take advantage of their social status, so that power use and social wrong are often obtained. Musicians and politicians have different ways to promote and demonstrate their shrewdness to the wider community. The practice of criticism carried out by a musician camp against a candidate for governor was criticized again by one of the parties. This raises the assumption that there is mutual criticism between the two camps by making language as a tool.

Three agents play roles in this discourse, namely the musician Ahmad Dhani, one of the most famous DKI Jakarta candidates for governor namely Basuki Tjahaja Purnama or Ahok, and the political party Nasdem supporting Ahok, Irma Suryani Chaniago. Ahmad

Dhani, who is a musician, believes that the political parties that support Ahok are parties who want to make a profit. While Ahok's defense party, Nasdem believes that Ahmad Dhani does not have good competence in politics. In addition to showing their greatness, the researchers also expressed this as an effort to attract more attention from the wider community by using the mass and online media. In this case, there is a power that uses or utilizes fame and power on the part of the musicians, causing social wrong. The practice of reciprocating this criticism concerning the election of the governor of DKI Jakarta involving two prospective candidates who will advance.

This study analyzes existing data based on the theory of Norman Fairclough. This study will explain the social structure, social institutions, and social actions contained in the discourse. Besides, this study will also discuss what acts of criticism carried out by certain parties and what words are used. Then, how the party uses it and what meaning is implied in it.

The purpose of this study is twofold namely, from a theoretical point of view this research is expected to be able to explain and provide the results of an analysis of power use and social wrong that occurred. From a practical point of view, the results of this study are expected to be a reference for all future readers and researchers.

Theoretical Framework

In the analysis of critical discourse, one of the theoretical models often used by researchers is the model of Norman Fairclough. According to Fairclough and Wodak (1997) in Wodak (2002) Critical Discourse Analysis refers to language as a social practice. language is not only a tool of communication but more than that language can be utilized in social practice (B. Romero, n.d.). Before analyzing the content of the discourse, the researcher will first discuss the social background in the content of the discourse.

In explaining the social background, researchers will be based on the social concept theory presented by Fairclough (1995: 37). He explained that there are three parts to the concept of 'social', namely social structure, social institutions, and social action. Social structure can be formed from a variety of structures and is the most important part of social institutions and actions. In the discourse to be examined, social structure is built by the relationship between politicians and musicians who also plunge into politics.

A social institution is a social community or a place where social practices are carried out using language and determined by social structures (Fairclough, 1995: 37-38). Concerning the discourse to be examined, the institution that appears is the Nasdem party.

Meanwhile, social action is the action of someone who takes shelter in the social institution that carries out social practical action. So the actions taken are also related to the institution they support. In this case, the social action that occurs is a political act within the scope of the party. The relation that occurs in this discourse is top-down, that is the relationship that begins with the existing social structure, then the social institutions that overshadow, and at last the social action taken refers to the social institution (Pantaleon 2018).

Norman Fairclough divided critical discourse analysis into three levels, which became known as three-dimensional discourse analysis (Fairclough, 1992: 63, 1995: 59). The first level is, textual or textual analysis, namely describing text from a micro perspective, there are three parts to consider: vocabulary, grammar, and textual structures (Fairclough, 1989: 110-111). The second is discourse practice, namely interpreting the relation of the discourse and text production process. The third is the socio-cultural practice (sociocultural practice) which explains the relation of the discourse process and existing social processes.

Research Method

The method used in the study of this study is a descriptive qualitative research method. Researchers analyzed existing data and explain it descriptively. In analyzing the data, the researcher used Norman Fairclough's theory by first explaining the social concept and then analyzing the text based on the three-dimensional analysis theory.

Results and Discussion

The results and discussion will be divided into two parts, social background and three dimensional analysis results.

1.1 Social Background Concept

There are three parts to the concept of 'social', namely social structure, social institutions, and social action. Based on available data, the social structure is formed from political structures and is built from social practices that use language as a tool for mutual criticism between Irma Suryani Chaniago, a politician and Ahmad Dhani, a new politician who is also a musician. The social institution which is the place for practicing social through media is the Nasdem party.

There are three participants in this discourse, namely Irma Suryani Chaniago Chairman of the Party DPP who is under the auspices of the Nasdem party as a victim, Ahmad Dhani a musician as an active participant accusing the victim, and Basuki Tjahaja

Purnama (Ahok) as a rival and passive participant. The social activity that occurs is a political act within the scope of the party. Irma Suryani Chaniago criticized Ahmad Dhani's actions and words to Ahok's defense party to face the Jakarta Governor Candidate Election. The occurrence of mutual criticism between the two camps proves that language is used as a social practice.

It can be concluded that Irma Suryani Chaniago, Ahmad Dhani, and Ahok have different social backgrounds. Irma and Ahok are politicians who play an active role in the world of government, while Ahmad Dhani who although a new politician but in this discourse, he is seen as a musician. Ahmad Dhani was considered by Irma as someone who did not understand theoretical politics.

1.2 Three Dimensional Analysis Results

Through the data in the form of existing text, various types of processes can be found through verbs. The following are the types of processes:

| | |
|------------------|---|
| Verbal Process | Say, speak, appeal, pout, affirm, declare |
| Mental Process | Assess |
| Material Process | Work on it, use it, support it, get support |

Apart from the words above, there is one word that was mentioned by a resource in Javanese, which is *'cawe-cawe'*. If it is interpreted into the English, the meaning is 'to interfere', the researcher concludes that the jokes are a verbal and material process because 'jokes' here means an act of interfering in the affairs of others carried out by Ahmad Dhani by using language as a tool.

In the text, there are also various kinds of classifications, both in terms of institutions or society. The classification is Ahok's defense camp which consists of various party institutions, especially Nasdem's party which is the main participant in the text and Ahok's rival camp, Ahmad Dhani who is seen as a singer (musician) rather than as Ahok's rival in the 2017 DKI Jakarta Election. Here is an explanation of the implicit meaning contained in each sentence:

⁵ *Disebut **Penjilat Ahok, Nasdem Minta Ahmad Dhani Tak 'cawe-cawe'**.*

“Being called **Ahok Licker, Nasdem Asks Ahmad Dhani** to not ‘cawe-cawe’”

That sentence is the headline for this text. From this headline, there is a causal relationship (causality). Because *AD* (Ahmad Dhani) called the Nasdem party a sycophantic party,

Nasdem asked *AD* not to be a fig. The word 'sycophant Ahok' has an implicit meaning that the Nasdem party has ulterior motives in its political relations with Ahok, just as the Nasdem party wants to benefit from Ahok's popularity as the Jakarta Capital City Governor. Ahok is portrayed as a figure who can win the hearts of the people, therefore the parties flocked to declare his support for Ahok. Whereas AD is considered to be nobody in this text, from the statement "Nasdem asked AD not to be a busy man" described Nasdem asking for something even though what was actually asked for was the interviewee. As is known Nasdem is an institution, said Nasdem was chosen to represent a resource person who shelter in the party. The word Nasdem was chosen to express different power and social status. In "Nasdem asking for AD" there is a power relation that occurs, as if describing a large institution asking for an individual to remain silent (not to interfere).

³*Penyanyi Ahmad Dhani mengatakan partai politik (parpol) yang mendukung Basuki Tjahaja Purnama atau Ahok dalam Pilkada DKI Jakarta 2017 adalah partai penjilat.*

"**Ahmad Dhani the singer** said the political parties (political parties) supporting Basuki Tjahaja Purnama or Ahok in the 2017 DKI Jakarta Election were **sycophants**."

In the sentence "Ahmad Dhani the singer", AD is considered a singer who has no relationship or any connection with the political world and is not fit to comment on Ahok and his supporters. From the word seems to describe that AD is better known as a singer than one of the Cagub DKI or rival Ahok. *AD* chose the word 'party lickers' to describe that the institution (party) supported and approached Ahok by giving Ahok a sweet hope just to benefit from what Ahok had.

¹*Ketua DPP Partai Nasdem Irma Suryani Chaniago berang. Dia tidak terima partainya disebut sebagai penjilat karena ikut mendukung Ahok.*

"Nasdem Party DPP Chairman Irma Suryani Chaniago was **furious**. She did not accept his party being called a sycophant for supporting Ahok."

In this sentence also shows a causal relationship. It was stated that ISC (Irma Suryani Chaniago) was the Chairman of DPP Nasdem described as being appropriate to represent all party members for comment. As a result of AD comments, making ISC 'furious'. The word 'angry' is a synonym for 'angry, upset' chosen to describe such feelings. The word 'he' is MR from ISC. ISC 'does not accept' illustrates that there is power use that is the power to refuse, and 'the party' describes that ISC is part of the party. ISC acknowledged Nasdem was supporting Ahok but not as a sycophant.

"Susah kalau bicara sama orang yang enggak punya pendidikan politik. Ahmad Dhani itu urusan musik saja enggak usah 'cawe-cawe' di politik,"

"It's hard to talk to **someone who does not have political education**. Ahmad Dhani is only concerned with music and **doesn't need to 'cawe-cawe' in politics**,"

The word "hard to talk to ..." that was raised by ISC indicates that according to her there is a difference in background knowledge between her and AD. The saying "someone who does not have political education" is addressed to AD. This is because AD is a singer who jumped into politics. The word 'political education' was chosen to describe that AD does not have the knowledge, experience, and understanding of politics. The word 'cawe-cawe' comes from the Javanese language. From his name Irma Suryani Chaniago, the word Chaniago is a clan name from Padang which indicates that he said the word 'cawe-cawe' intended to allude to AD who was of Javanese descent. Then, the word 'cawe-cawe's in politics' also indicates that politics is no longer a science that studies the world of government but is a place or place for colliding comments and criticizing

¹ *Anggota Komisi III DPR ini mengimbau agar mantan suami musisi Maia Estianti itu belajar ilmu politik sebelum ingin menerjuninya. Apalagi, lanjut dia, menjadi kepala daerah.*

"Member of the House of Representatives Commission III appealed for the former husband of a musician Maia Estianti to study politics before pursuing it. Moreover, he continued, becoming the regional head."

In this sentence, the ISC is no longer described as a person under the auspices of the Nasdem party. But as a ⁶ member of the House of Representatives Commission III, someone who has more power in the world of government. There is a power use that appears from the sentence "member of the House of Representatives Commission III appealed" to indicate that the ISC appealed to AD of a singer who had just entered politics to study political science first. From the word 'learning political science' it can be indicated that 'political science' is the science taught at tertiary institutions. From the ISC's speech, it describes that AD did not have any knowledge and knowledge about politics, so that made it necessary to learn it. Especially when AD was described as 'the ex-husband of musician Maia Estianti', stressing that both AD and the people around him had no political background. The word 'jumps in' is addressed to 'politics'. The word 'plunge' has the synonym 'enter, join or join'. However, the word 'jumping in' was chosen because there was an assumption that entering politics was not as easy as entering a room. But there is a risk that must be taken, and must be ready to fall. This is then emphasized again in the phrase "moreover, being a regional head", that to become a regional head is not easy.

"Suruh belajar dulu, bahwa di politik itu tidak semua gunakan politik praktis, harus tahu juga politik etis. Enggak usah dibahas lah, malu bahasnya. Lucu saja kalau ada yang dukung Ahok dibilang itu (penjilat). Kalau di musik memang jago. Tapi untuk jadi pemimpin di masyarakat, belum bijak bicara dan bertindak,"

"Tell to learn first, that in politics it is not all use practical politics, must know ethical politics. No need to discuss it, shame on it. It's funny if someone supports Ahok is being called as that (sycophant). In music he is really good. But for being a leader in the community, not yet"

The word 'practical politics' means that in politics not only requires knowledge of the practice of criticizing politics, colliding with arguments as practiced by AD but also ethical politics, namely knowledge and knowledge about politics. ISC seems to emphasize that politics does not only require fame, but also adequate knowledge. The use of the word 'must' is one form of relational modality which shows the relation of the speakers' power. He also said 'embarrassed to speak' emphasized that this did not need to be explained to someone who chose politics. The word 'funny' illustrates the causal relationship of AD accusations, the ISC feels that the accusations aimed at Ahok's defense party are ridiculous. Then, the word 'that' is the MR form and also the refinement of the word 'licker'. ISC prefers to term the word 'licker' with the word 'that'. This harmonizes the previous ISC words 'just funny', ISC feels that the word is inappropriate to say. ISC also reiterated that AD does not have competence in politics "If in music it is good. But to be a leader in the community, it is not wise to talk and act ". This ISC utterance also shows that by saying the word 'sycophant' it makes AD look not like the leader that it should be.

¹ *Pentolan grup Band Dewa 19 itu mencibir lantaran sejumlah partai politik satu per satu mulai mendukung Ahok yang ingin maju dalam Pilkada DKI tahun depan*

"The band Dewa 19 frontman sneered because a number of political parties one by one began to support Ahok who wanted to run in the DKI Regional Election next year."

In this sentence, AD is again described as a member of the band Dewa 19. The word 'sneer' is a negative verbal process carried out by AD. From the words "several political parties began to support Ahok one by one" indicating that previously some of the political parties had not yet expressed their support for Ahok.

"Partai yang menjaring Ahok adalah partai penjilat,"

"The party that dragged in Ahok was a sycophantic party,"

The speech was spoken by AD. So, from AD's statement "the party that dragged in Ahok ..." indicates that the party supporting Ahok also has the intention to get something that can benefit the party.

¹ *Ahok telah mendapatkan dukungan dari Partai Nasdem. Sinyal dukungan untuk Ahok juga datang dari Partai Hamura, PKB, dan PAN.*

"Ahok has received support from the Nasdem Party. Signals of more support for Ahok also came from the Hanura Party, PKB, and PAN."

The word 'signal of more support' indicates that there are signs of support from other parties for Ahok.

¹ *Bahkan, Ahok mengatakan Partai Hamura akan mendeklarasikan dukungan untuknya pada pekan ini.*

“Even, Ahok said the Hanura Party would declare support for him this week.”

The word 'even' indicates one form of expressive value that the Hanura party also supports Ahok. From that sentence which is accompanied by the word 'even', the Hanura party is indicated as a party that is almost impossible to support Ahok. The use of the word 'will declare' also indicates that the support to be given is official and real. The word 'declare' also indicates that support will be given openly.

"Kalau sampai PKB menjaring Ahok juga berarti PKB adalah partai penjilat,"

"If the PKB drags in Ahok it also means that the PKB is a sycophant party,"

The sentence was pronounced by *AD* who again said the word 'sycophant party'. This time it was addressed to the PKB party. The word 'if it arrives' indicates that PKB has not officially expressed its support for Ahok. The word also indicates that *AD* had great expectations that the PKB party did not participate in supporting Ahok.

Based on the sentences above it can be seen that several words are repeated many times (rewarding) such as the words 'politics' and 'lickers'. The sentences used are also declarative and imperative. The author of this text prefers to use declarative sentences because of the purpose of the text that is to want to preach a political chaos that occurs, therefore the existing sentence confirms more and preaches something. While the imperative sentence is more often found in the speech of the speaker Irma Suryani Chaniago.

The following are imperative sentences in the text:

- ***"Ahmad Dhani is just taking care of the music, there's no need to jokes in politics"***
- ***"Tell first to learn ..." "must know ethical politics"***
- ***"No need to discuss it"***

Both the interviewees who were asked for information and the text writers used active sentences. However, from the example sentences above it can also be concluded that not all sentences are positive sentences, but there are also negative sentences such as in the sentence "He did not accept his party called the sycophantic party ...". The guest speaker uses negative sentences as a sign of his refusal of the accusations given to him. The choice of words is formal and some informal. Informants prefer to use informal rather than formal language.

This could be caused by a source who felt emotional while being interviewed about Ahmad Dhani who accused his party of being a sycophant of Ahok. The informal language is not only indicated in words, but the whole utterance spoken by the informant is informal and in the form of strong criticism: "It's hard to talk to people who don't have political education. Ahmad Dhani is not only concerned with music in political jokes, "Button. and "Tell us to

study first ... No need to discuss it, shame to discuss it. It's funny if anyone supports Ahok is said to be a (sycophant)".

The use of nominalization is also found in the speech of the speaker Irma Suryani Chaniago. The utterances are: "It's hard to talk to people who don't have political education", "Tell us to learn first, that in politics not all use practical politics, we must also know ethical politics", "You don't need to discuss it, shame about the discussion", "In music it is indeed good," "But to be a leader in the community, it is not wise to talk and act." He obscured the intended object, however the reader would understand that what was meant was Ahmad Dhani.

2. Conclusion

Based on the analysis results it can be found that from social concepts, Ahmad Dhani and Irma Suryani Chaniago also Ahok have different backgrounds. Ahmad Dhani is one of the 2017 DKI Jakarta Cagub known by the wider community as a singer (artist). This made him not seen as a rival of Ahok but as a singer. Ahmad Dhani, known as a sensational public figure, is considered by politician Irma Suryani Chaniago to be incompetent to become a leader. There was a lot of rewording, especially in the word 'sycophant' which was said by Ahmad Dhani to the party supporting Ahok. Verbal processes also dominate texts using power and social status. The imperative, informal, and negative sentences are found in the speech of the speaker Irma Suryani Chaniago.

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