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**Van Dijk Modelling on Critical Discourse Analysis  
(A Study on Mata Najwa Program ‘Gara-Gara Tagar’  
In Trans 7 In September 5<sup>th</sup> 2018)**

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**ABSTRACT**

The television program of Mata Najwa on Trans 7, is well-known for its high rating, often invites public figures from society, politics and government. The program is used as a strategic media for groups of people from the background of social and politics, employing the oral designing, to influence public's perception and opinion. As a result, it forms a particular discourse. A good discourse should not reveal various perception of the recipients. From every oral discourse being produced (either it is good or bad) will form various perception and drive public's opinion. In this investigation, it focuses on Mata Najwa's "Gara-Gara Tagar" which was broadcast live on Wednesday September 5<sup>th</sup> 2018 in Trans 7. The study of discourse, in this research, employs Van Dijk modeling on critical discourse analysis whose perspective is that language has strong relationship with power, ideology and politics. Three research problems being investigated in this research are textual analysis (micro structure), super-structure analysis and social-contextual analysis (macro structure). This is qualitative research by conducting observation to gain the data. The results of this research are macro structure, super structure analysis and micro structure analysis. Discourse can be employed as a media to making opinion which influences public's opinion through sentences, diction and language styles.

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**Keywords:** Critical Discourse Analysis, Mata Najwa, Van Dijk

**1. INTRODUCTION**

Mass communication media is an important aspect in public education, in this case public political education. In addition to daily mass media such as newspapers, other mass communication media that become the people's favorite is television. Television is a media that shows programs as a strategic platform for social and political groups to come up with various forms of discourse. Discourse consists of written and oral discourse. Oral discourse as a form of verbal communication involving speakers and speech opponents while written discourse is a form of written communication involving writers and readers. Speakers' activities (speaker / writer) are productive, expressive, creative, while opposing activities

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speak (listeners / readers) are receptive Sudaryat in I Nyoman Payuyasa (2017:15). Discourse can be packaged by various speakers to the speech opponents. Both oral and written speakers have the freedom to convey various forms of opinions or thoughts through discourse.

The scope of discourse is often targeted for public consumption, therefore television media is the most effective audio visual media present in the community to obtain information and entertainment. Programs on television become a means of verbal discourse delivering to the public, both by individuals, groups and government agencies. The television program that was watched by the wider community featured processed oral discourse that was developed by the speaker and the opponent. The possibility is very open to certain groups in explaining the definition of the situation and reality according to their version ( I Nyoman Payuyasa, 2017:15).

The researcher has conducted an initial observation phase on one of the televisions, namely Trans 7 with a talk show program entitled Mata Najwa with the main topic "Gara-Gara Tagar (because of hash tag)" which live on Wednesday, September 5<sup>th</sup> 2018. The viral hash tag phenomenon in the community made it inspiring for Trans 7 to create it into an interesting talk show program which then Mata Najwa Program broadcasted live discussing the hash tag, of course with an open debate between the pros and cons of the hash tag. The hash tag referred to **#2019gantipresiden**. Mata Najwa's talk show program with the theme "Gara-Gara Tagar (because of hash tag)" presented various kinds of oral discourse processing from both speakers and opponents. The choosing of theme "Gara-Gara Tagar (because of hash tag)" to respond the effects that appear in the community related to the hash tag. The community split into pro and contra of the hash tag. Various oral discourses emerged directly from the speakers' speeches as debate participants.

The speakers at the talk show were the **#2019gantipresiden** initiator and the president and Chairman of the PKS Party, Mardani Ali Sera (MAS), Ali Mochtar Ngabalin (AMN) as President Jokowi's Staff, PDIP Party politicians Adian Napitupulu (AN), The vice of General Secretary of Gerindra Party, Andre Rosiade (AR), Head of the Police Public Relations Division, Inspector General Setyo Wasisto (SW) and Constitutional Law Expert, Zainal Arifin Mochtar (ZAM).

Based on the initial analysis of discourse formation, the meaning of the discourse, and the composition of the discourse that appeared in the talkshow, there were several

things that needed to be studied. This study is generally caused by speech that can be interpreted differently by the opponent's speech, is not straightforward and wrong composition discourse. Therefore, researchers are interested in studying the discourse built in the episode using Teun A Van Dijk's critical discourse analysis approach.

Based on the background described, the problem can be formulated such as how is micro structure analysis, super structure analysis, and macro structure analysis in the Mata Najwa program entitled "Gara-Gara Tagar (because of hash tag)?". From the description of the formulation of the problem, the purpose of this study is to describe the micro structure analysis, super structure analysis, and macro structure analysis in Mata Najwa's Talk Show.

Discourse analysis in the critical paradigm is an attempt to see closely how the meaning of messages that are organized, used and understood. In the political sphere, critical discourse analysis is a practice of language use, especially politics language. Because language is a central aspect of the depiction of a subject, and through the language of ideology absorbed in it, this aspect is learned in critical discourse analysis.

The critical paradigm views that the reality of social life is not a neutral thing. The reality of social life is influenced by various forces such as political, economic and social. The concentration of analysis on the critical paradigm is to find the dominant force in marginalizing and marginalizing other groups that are not dominant.

Language in critical discourse is seen as a representation that shapes certain subjects, themes, and ideologies. Critical discourse analysis views language as an important factor, the language is used in seeing the power imbalances that occur in society. An important characteristic of his own critical discourse presented by Teun A. Van Dijk, Fairclough and Wodak (in Eriyanto. 2009: 8-13) is an action, context, historical, power, and ideology. The five characteristics of critical discourse are explained as below:

#### **A. Action**

Discourse is understood as an action or an interaction. Discourse is seen as something that aims, whether it affects, debates, persuades, supports, reacts, and so on. Discourse is understood as something that is consciously expressed, controlled, not something that is out of control or expressed outside of consciousness.

#### **B. Context**

Discourse analysis critically considers the context of discourse such as setting, situation, event, and condition. Discourse is produced, understood, and analyzed in a particular

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context. Language is understood in the overall context. Guy Cook said there are three things that are central in terms of discourse, namely text, context, and discourse.

### **C. Historical**

Discourse is produced in certain contexts and cannot be understood without including the accompanying context. One important aspect of being able to understand the text is to place the discourse in a particular historical context. Understanding of the text discourse will only be obtained if it first provides the historical context in which the context was created.

### **D. Power**

Critical discourse analysis considers the element of power (power). Discourse arises in the form of text not seen as natural or neutral but constitutes a form of interference with power. Critical discourse analysis does not limit itself to the detail of text or structure but also connects with certain powers of social, political, economic, and cultural power.

### **E. Ideology**

The central concept that also plays a role in critical discourse analysis is ideology. This is because the text and other forms are forms of ideological practice or reflection of certain ideologies. Ideology is built by dominant groups with the aim of reproducing and legitimizing their domination. Discourse in this case is seen by Van Dijk as a medium through dominant groups that persuade and communicate to the public the power and dominance of production.

The five characteristics above are a common characteristic of critical discourse. These characteristics describe discourse as a social practice that causes a dialectical relationship between certain discursive events with the situation, institutions, and social structures that shape it and display the existing ideological effects. Based on the five characteristics of the discourse above, it can be understood that discourse is related to various aspects that are in the background. Discourse is closely related to action, context, history, power, and ideology. Text is part of discourse. In this case, text analysis aims to reveal the purpose of a text (speech). Van Dijk divided this discourse element into three levels, namely macro structure, superstructure and microstructure. However, even though it consists of various elements, all of these elements constitute a unity that is interrelated, connected, and supporting each other.

*Macro structure is a global or general meaning of a text that can be observed by looking at the topic or theme that is put forward in a text. Superstructure is a discourse structure that relates to the framework of a text, how the parts are arranged in their entirety. The microstructure is the meaning of a discourse that can be observed from a small section of a text such as words, sentences, propositions, clause, paraphrasing, and images (Van Dijk in Eriyanto, 2009: 226).*

The text structure of the Van Dijk model which includes macro structures, superstructures, and microstructure as described above, can be drawn as follow:

Figure 1 :

Van Dijk Structure Text

<b>Macro Structure</b>
The global meaning of a text that can be observed from the topic or theme raised by a text.
<b>Super Structure</b>
A text framework such as introduction, content, conclusions and conclusions
<b>Micro Structure</b>
The local meaning of a text that can be observed from the choice of words, sentences and styles used by a text

(Eriyanto, 2009:227).

In each structure presented by Van Dijk there are several things that are observed in detail in their respective analysis units. In thematic elements, the unit of analysis includes themes or topics that are put forward in a text. In the schematic element, the unit of analysis includes the text, about how parts and sequences of news are highlighted in the whole news text. Semantics has a paragraph analysis unit, observing the meaning that you want to emphasize in the text.

## **2. RESEARCH METHOD**

This research is a qualitative research. The qualitativeity of this research is related to research data that is not in the form of numbers, but in the form of verbal forms that are in the form of speech. The subject of the research is the object, thing, or person in which the variable is attached and the problem in the research (Suandi, 2008: 31). As for the subject in this research is Mata Najwa Program in Trans 7. The object of research is the discourse

that appears in the program. Data collection technique used is non-participant observation method. This method used because the position of researchers only become observers and are not directly involved in the program of the observed program. The observation method is used to critically observe the course of the Mata program. Non-participant observation method is used to get the data in the form of discourses that appear during the live broadcast.

Data analysis in this reserach used qualitative data analysis procedures based on the interactive model of Milles (1992: 16). Data analysis used the model included three stages: 1) data reduction, 2) data presentation, and 3) verification or drawing the conclusions. The three stages interact with each other, starting with data collection and ending with the completion of the research report writing. All of these stages have a process relationship between one and another.

### **3. RESULTS AND ANALYSIS**

There are three main things discussed in this study, namely 1) macro structure analysis, 2) super structure analysis, and 3) micro structure analysis. Analysis is carried out of all conversations that occur during the event.

#### **1. Macro Structure Analysis (Thematic)**

Macro structure refers to the overall meaning that can be observed from the theme or topic raised by the use of language in a discourse. The theme that was carried on the Mata Najwa in Trans 7 program was “Gara-gara Tagar (because of hash tag)”. This theme is closely related to the political rumbling of the atmosphere of the 2019 presidential election. There are parties as initiators of certain parties that carry the **#201gantipresiden** and those who reject the **#201gantipresiden** sitting together guided by Najwa Shihab as host and moderator during 7 segments of the supporters and rejectors of the hash tag argue and open debate. With maximum emotional and material strength, it is certain that the debate will be interesting.

The theme of “Gara-gara tagar (because of the hash tag)” is a representation of news from various mass media about the refusal of the declaration of the **#201gantipresiden** in various places even to the point where there is chaos in various places and conflicts are inevitable between those who support the declaration with those who reject the declaration. **#201gantipresiden** appearing and adorn the social media space that is now

become a trend channel to convey all the aspirations, criticisms, insults, expressions of hatred towards the authorities. The theme of “Gara-gara tagar (because of hash tag)” is very suitable theme in the Mata Najwa program as a reflection of how contradictory the hash tag in the community.

Najwa Shihab formulated the theme at the beginning of the event by saying:

*"Social media allows all equals to be able to say freely. Naturally, social media is now noisy when invective mixes with criticism. More powerful when the political agenda intervenes and the internet will easily become a battle field. Even the highest argumentation with useless words, democracy becomes a big volume, is this the impact of polarization so that every room is very noisy. This is Mata Najwa, because of the hash tag ". (NS: S1: 2018).*

The above sentence was spoken by Najwa Shihab as the opening of the event. Sentences with deep meaning about the role of social media and the internet in participating and in creating the freedom of democracy and triggering conflicts including political conflict in the real world because of the pros and cons of the **#2019gantipresiden**. The opening sentence with regular rhymes like that is the mandatory menu in this program. Sentences with regular rhyme patterns usually appear at the beginning of the segment and at the end of the segment. Word selection skills determine the quality of speech. Najwa is very good at playing words so as to provide multiple meanings but remains in the corridor of the problem.

## **2. Super Structure Analysis (Schematic)**

The study of super structural analysis in this study will analyze the introduction, content, and conclusions in the discourse of the entire segment. In the Mata Najwa program, there are seven segments. Najwa as the host of the event always opens the program with a series of sentences that have regular rhymes. This gives the impression of "sweetener" in a hot atmosphere that will be created at the core of the event.

*"Because of the hash tags related to the presidential candidate's support in the virtual world presidential election, it was crowded with debate until the hate speech, not even in cyberspace, even later the public was shocked by the action of rejecting fenced declarations in various regions. Responding to this hash tag polemic, the National Police even distributed the telegrams to a number of regions. What really happened, was there really a rebellion and persecution or all of this just because of the hash tag ". (NS: S1: 2018).*

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Context: The above sentence is spoken by Najwa Shihab as the opening of the event.

From the above sentence is the initial exposure as well as the added power of the program which ensures that the debate will take place in an exciting and interesting manner, especially the hash tag movement is associated with the alleged rebellion and persecution or movement of wanting to replace a legitimate government. Of course the public is increasingly curious to watch the event from beginning to end. The riots that occur in society will really be just a hash tag or ridden with a rebellion ? The initial opening sentence of a Najwa Shihab which is very full of deep and implicit meanings, is interesting to be discussed further at the event.

Super structure analysis also criticizes the contents in the discourse. The content section in this program is in the form of questions, answers, objections, and opinions from both camps (supporters and rejectors of hash tags). The things that become the key to the conversation during the event are categorized as content. Some interesting discourse that are interesting in the contents section will be described as follows.

*"If it is clear now, we want to be a contestant of Pak Jokowi in 2019, we want to present a formidable democracy so that Pak Jokowi has a balanced opponent".  
(MAS: S1: 2018).*

Context: The PKS Chairman, Mardani Ali Sera responds to Najwa's question about the **#2019gantipresiden**

In contrast to the statement from the government side, Ali Mochtar Ngabalin conveyed the speech as an answer to Najwa's question.

*"When it is viewed from the mission developed, in my opinion this is not reasonable thing, because in this way, it does not educate the public, does not educate people, because people must be taught, the people must be guided that regulation teaches us that there is a presidential election, not a presidential change. Democracy teaches us about direct, public, free and confidential principles. If Bang Mardani travels around the area covers recitations, friendship, but the content is in the changing of a president, is it not a hoax?, is it not a hate speech? if Mr. Jokowi nominates again, is he a person that not worthy of being elected? (AMN: S1: 2018)*

Context: Response of Ali Mochtar Ngabalin in responding to Najwa's question about the existence of **# 2019gantipresiden**.



The purpose behind the speech delivered by Mardani Ali Sera is related to the **#2019gantipresiden**, so that in 2019, Pak Jokowi will get a balanced opponent so that democracy becomes strong. There is a very deep meaning behind Mardani's statement that He wants to convince the public that Pak Prabowo is a balanced opponent for Pak Jokowi. Speeches that democracy will be tough as if democracy is now not strong if Pak Prabowo is not a 2019 presidential contestant. On the other hand, Ali Mochtar considers the declaration mission unnatural and not in accordance with democracy that teaches about presidential elections and not a presidential change.

Another interesting speech was delivered by Adian Napitupulu, a PDIP politician. He said :

*"When it comes to replace the president, changing power has entered the politics field, but this is a bit strange because without a name, in 1998, it was clear that ended Suharto, at the time of Gus Dur, ended Gus Dur, it was clear, his name was there, then SBY, revoke SBY's mandate, there was a name, for #2019gantipresiden, no name. Those who want to be replaced are positions, institutions. Change the president, the president is not a person, but an institution, it becomes interesting, why is the institution that wants to be replaced, what is the wrong institution, if you want to criticize Jokowi, just say, change Jokowi ". (AN: SI: 2018).*

Context: The speech was delivered by Adian Napitupulu, a PDIP politician to answer Najwa's question whether **#2019gantipresiden** is a political movement or social movement (as stated by Mardani Ali).

Andre Rosiade's opinion:

*"Suharto's era, bring down Suharto, Gus Dur's era, send Gus Dur down, SBY era, revoke SBY's mandate, now Jokowi's era, #2019gantipresiden, it is considered to be rebellious with Pak Jokowi, especially if Mardani and his friends say replace Pak Jokowi, it can be arrested. Bang Adian Napitupulu's statement trapped. The National Police considers this campaign to be out of schedule, Bang Ali said, but the Election Supervisory Board said that this was freedom of expression of the people, so if there was a barrier to the # 2019gantipresiden movement, it would hurt democracy ". (AR: SI: 2018).*

Adian Napitupulu conveyed the speech to attack the opponent statement (Mardani Ali and friends) why not dare to carry #2019gantijokowi, if without a name, then it would be strange. Emphasis on changing the president is interpreted as changing

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institutions, because the president is a non-human institution. The statement is very smart and kill the opponent. The speech delivered by Andre Rosiade contained the intention of having concerns if using Jokowi's change name would be arrested. The emphasis on the word arrested as if it wants to give an impression to the public if the current government is a government like in the past (Suharto's era).

Another speech that appeared was delivered by Ali Mochtar as follows:

*"Look at both the viewers and the people of Indonesia, the pronouns in spelling that are refined meanings are verbs. The verb contains orders, meaning that at 00 January 2019, then in any way, this is ordered to immediately replace the president. "* (AMN: S1: 2018)

*"This is a misleading narrative, maybe Bang Ali is a daydreaming".* (AR: S1: 2018).

The speech delivered by Ali Mochtar emphasized the meaning of pronouns, namely the element of command interpreted as an order to replace the legitimate president so that **#2019gantipresiden** is belongs to a rebellion. A statement that is very smart and full of strategy so that the opponent can't response. The speech delivered by Andre Rosiade is a reflex to defend himself.

Another speech that appeared in the event was delivered by the Head of Public Relations Division of the Indonesian Police, Inspector General Setyo Wasisto.

*"First, I declare that the National Police is neutral"* (SW: S2: 2018).

Context: The speech was delivered to respond to Najwa's question regarding the position of the National Police.

The sentence conveyed by Inspector General Setyo was expressly interpreted that the National Police were on the neutral side, did not side with any camp. The implicit meaning is that the National Police does not want to be considered inclined with one of the presidential candidate pairs.

*"As long as no one claims to support one of the candidate pairs that have been determined, we see that it is not political".* (SW: S2: 2018).

Context: The speech was delivered by Inspector General Setyo to respond to Najwa's question that **# 2019gantipresiden**, a political movement or not.

The sentence conveyed by Inspector General Setyo explicitly stated that **#2019gantipresiden** is not a political because it did not mention supporting one pair of

presidential candidates. This is beneficial for the initiator (Mardani Ali et al.) who from the beginning of the segment of the event never and did not want to admit that the movement was a political movement and only claimed a movement to as a channel and the aspirations of the people. On the other hand, Ali Mochtar's stronghold persisted in his opinion that the act was rebellious. Like the following words:

*"#2019gantipresiden is a country love movement". (MAS: S2: 2018).*

*"For me, if you can say to change the president, how come I can't say that it's a rebellion?" (AMN: S4: 2018).*

The speech was conveyed by Mardani Ali to refute Ali Mochtar's statement that **#2019gantipresiden** was a rebellion. Ali Mochtar believes that **##2019gantipresiden** it means that at 00 January 1, 2019 in any way the president must be stopped.

The Mata Najwa program provides coverings and conclusions in the form of words that are similar to the opening, having regular rhyme. In this case it is called the Najwa Note. Najwa notes can be said as the closing of the event. The sentence used becomes very interesting because there is a kind of rhyme in keywords in one sentence. The choice of the word was full of meaning

**Najwa Note:**

*"Political battles are very obvious in cyberspace, each camp must have armies, armed with cult to hashtag, social media space has become a frenzy, from initially abusing or bullying, hashtags can end in persecution, become indistinguishable from the real and virtual world, both are contested with all duties, no longer arguments and data, all can be twisted unexpectedly, the main thing is not the right one, the important thing is that the opponent can be beaten. This is the characteristic of the post-truth era, everything is rooted because of the strongholds, not the hashtag causes bruising, democracy is not a matter of who is stronger. (NS: S7: 2018).*

The above statement is stated at the end of the event. The above sentence if understood in its entirety implies that political battles really occur both in cyberspace and the real world. Because of hash tags can lead to chaos. Debates should speak data and facts. In the debate that is mainly throwing facts based arguments. In the closing sentence, Najwa gives an allusion about how democracy should be, not a preman-style democracy.

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### 3. Micro Structure Analysis (Semantics)

In this research also analyzed micro structure analysis. Micro structure analysis looks closely at the meaning (semantics), sentence arrangement, word choice and rhetoric.

#### Semantics

Semantics analysis in Van Dijk's critical discourse analysis scheme is categorized as local meaning. To lead issues, interests and also submit opinions using language. Although not all discourses arise and can be studied. Here are some data and discussion about the semantic domain.

*"Social media allows all equals to be able to say freely. Naturally, social media is now noisy when invective mixes with criticism. More powerful when the political agenda intervenes and the internet will easily become a battlefield. Even the highest argumentation is useless word, democracy becomes a big volume, is this the impact of polarization so that every room is very noisy. This is Mata Najwa, because of the hash tag ". (NS: S1: 2018).*

Context: Najwa's opening sentence at the beginning of the event.

The meaning of Najwa's statement is the current situation of democracy where every free person expresses unlimited aspirations so that they are free to berate one another. The role of the internet and social media contributes to the democratic process. Political agenda becomes an easy material to attack each other by putting aside the truth of the data and correct arguments. The great democracy of the voice meant that only shouted without data, evidence and argumentation and indeed happened in the community.

*"The more powerful when the political agenda intervenes and the internet will easily become a **battlefield**". (NS: S1: 2018).*

The meaning of words that should be analyzed is "**battlefield**". The battlefield is not defined as denotation, but connotation. The battlefield is interpreted as a place of war between netizens in responding to something that is viral on social media.

*"Even the highest argumentation with **useless words**." (NS; S1: 2018).*

The semantic meaning of the word to be emphasized is "**useless words**". The meaning of useless words is meant by the meaning of denotation as words that do not need to be written / spoken. Sentences of useless words are in the context where netizens freely berate people who disagree on social media, or criticize someone or something by using inappropriate words.

*"This is a misleading narrative, maybe Bang Ali is having a **daydreaming**". (AR: S1: 2018).*

The phrase "**daydreaming**" is an idiom expression which is certainly not meant by the meaning of denotation but connotation. Daydreaming was expressed by Andre, who did not agree with Ali Mochtar's statement about **#2019gantipresiden**. Ali Mochtar's statement was considered a mere fantasy by Andre.

*"Political battles are very obvious in cyberspace, each camp must have **an army**". (NS: S7: 2018).*

The sentence "**army**" is meant to explain that each warring faction has supporters. "**Army**" is not defined as a denotation as an army, but is meant as a connotation.

*"..... with **armed** to the hash tag". (NS; S7: 2018).*

The sentence "**armed**" is meant as a connotation, not a weapon in denotative meaning.

*"..... **democracy** is not about who is **stronger**". (NS: S7: 2018).*

The word "**stronger**" in the context of the above utterances is not defined as denotation which refers to a healthy body, but is interpreted strongly in the sense of connotation. The speech is an allusion that Najwa said that true democracy is not democracy about who is strong and who is weak.

*"The sentence to replace the president is to change the state institution, it's clear, I don't want a **semantic** debate." (AN: S4: 2018).*

According to Adian, the president's change was interpreted by changing state institutions, not replacing people. Being interesting when hearing the president's sentence changed to multiple interpretations.

### **Syntax**

Syntactic analysis is an analysis related to the composition and arrangement of the words of the speaker. The arrangement and arrangement of this sentence is as good as possible with the hope that the desired goals and objectives can be achieved. The following conversation analysis will be presented in the syntactic scope.

*"If like that, there must be a special episode, specifically to discuss the matter of **rebellion**". (NS: S6: 2018).*

Najwa uses the choice of sentence "**it must be a special episode, specifically to discuss the matter of rebellion**". The speech was said as a mediator between the heat of the debate between Adian and Zainal Arifin about the rebellion concept. The speech is able to reduce the heat of the debate.

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*"We will use the #2019gantipresiden after the campaign schedule starts on September 23, because Pak Prabowo and Bang Sandi are very respectful of the rules, so we don't need to steal, like Jokowi 2 periods, before the campaign, Bang Ali has been declared". (AR: S6: 2018).*

In the sentence above, the speaker's emphasis is on the word **"Pak Prabowo and Bang Sandi are very respectful of the rules, so we don't need to steal"**. Emphasis on the sentence is the core of the conversation. This arrangement is expected to attract the attention of the audience and the public, that Pak Prabowo and Sandi are people who obey the rules and not steal the campaign. Of course this utterance implies that it is as if Pak Jokowi is a disobedient person who likes to steal the campaign start.

*"Stop searching for justifications, people are not stupid, people see who is behind this all". (AN: S6: 2018),*

The emphasis of the above sentence is on the phrase **"stop", "the people are not stupid and see"**. The above sentence is chosen by the speaker to defend the defense made by the Mardani fortress who still does not want to admit if the movement # 2019gantipresiden is a political movement. Indonesian people are smart to tell which one is a political movement and non-political movement.

### **Stilistic**

In critical discourse analysis, a stylized study relates to the choice of words used by speakers in delivering their messages, intentions and ideologies. The choice of words in speech greatly influences the reception of the message by the opponent. Coarse, smooth, weak, soft in speaking not only influenced by speech intonation, but also word choice.

*AMN: "For me, if you can say to change the president, how come I can't say that it's a rebellion?"*

*(AMN: S4: 2018).*

*AR: "yes we know, who is doing the persecution to Neno". (AR: S3: 2018).*

*AMN: "My friends who did it?, aduhhhhhh" (AMN: S3: 2018).*

*AMN: "Here's Andre, Bang Ali is the chief expert of the office of the presidential office, do not say like that, don't say that my friends who made the persecution ah, it's totally wrong." (AMN: S3: 2018).*

*AMN: "I'm very thankful." (AMN: S3: 2018).*

*AMN: "Rebeliion, uninstitutional, noisy movement". (AMN: S3: 2018).*

In some of conversation data above are some of the word choices used by speakers (AMN and AR). The word selection used by the speakers is slightly different from the variety of languages used. Ali Mochtar Ngabalin (AMN) uses a variety of non-standard languages such as "I am", "I am", "I am", and "I'm sorry". For Andre Rosiade (AR) more use the standard language.

### **Rhetoric**

Rhetorical studies in critical discourse analysis, analyze things related to graphics, metaphors, and expressions. In this case the study will be metaphorical analysis. Here is the data related to metaphors.

*NS: "It's even more powerful when the political agenda is intervening and the internet will easily become **a battlefield**." (NS: S1: 2018).*

*NS: "**Political battles** are very obvious in cyberspace, each camp must have **an army, armed** with kultwit to hashtag ...". (NS: S7: 2018).*

*NS: "... democracy is not about who is **stronger**". (NS: S7: 2018).*

In the speech that appeared during the event, there were not many metaphorical language styles found. The style of the metaphoric language is mostly spoken by Najwa at the beginning and at the end of the event. Battlefield speech is described by Najwa as in an army battle. The fighters are hashtag supporters and hashtag rejecters. The battlefield will be in line with the sentence of the army in which the context of the army refers to those who participate in supporting or rejecting the hashtag. The solid sentence is used by Najwa to describe that a good democracy is not a democracy about who is strong, will be the winner.

## **4. CONCLUSION**

From the results of the above research, it can be concluded that 1) relates to the analysis of macro structures. This analysis is related to the main theme raised in the event. Macro structure refers to the overall meaning that can be observed from the theme or topic raised by the use of language in a discourse. The theme of the Mata Najwa program is "because of hash tag". This theme is closely related to the political rumbling of the atmosphere of the 2019 presidential election. There are parties as initiators of certain parties that carry the # **2019gantipresiden** hash tag and parties who reject that hash tag. 2) relating to super structure analysis. Super structure analysis in this research analyzes the introduction, content, conclusions and conclusions in the discourse of the entire segment.

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There are seven segments in the Mata Najwa program. In the introduction, the event opens with a series of words from Najwa to provide an understanding of the debate and the theme raised. The content section of this event is an open discussion, submitting opinions, and objections from each camp. At the end, Najwa closed the program by saying **Najwa Note**. Najwa's notes has messages for each of the supporters and rejectors of hash tag. 3) relating to micro structure analysis. Micro structure analysis includes semantic, syntactic, stylistic and rhetorical elements. In general, the results of the study of semantic, syntactic, and stylistic elements indicate that there are several discourses that have implicit meaning. The implicit meaning of the content is of course to convey the intention smoothly and influence the mindset of the community. The choice of words used is also to convince the public about **#2019gantipresiden**.

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