

'Gemoy' Campaign Strategy: Norman Fairclough's Critical Discourse Analysis

Adam Yogantara¹, Dewi Kusumaningsih², Muhlis Fajar Wicaksana³

^{1, 2, 3} Program Studi Pendidikan Bahasa dan Sastra Indonesia, Universitas Veteran Bangun Nusantara
Email: adamyoga9096@gmail.com¹, dewikusumaningsih71@univetbantara.ac.id²,
muhlisfajarwicaksana@gmail.com³

Published: 30/04/2024

How to cite (in APA style):

Yogantara, A. Kusumaningsih, D., & Wicaksana, M. F. (2024). 'Gemoy' Campaign Strategy: Norman Fairclough's Critical Discourse Analysis. *Retorika: Jurnal Ilmu Bahasa*, 10(1), 375-389. DOI: <http://10.55637/jr.10.1.9638.375-389>

Abstract-Linguistically, "gemoy" is not listed in the KBBI. This word is a pun on "gemas," which in KBBI means very irritated or very irritated, but in slang, "gemoy" describes more positive feelings of resonance. This article explores how the term 'gemoy' is used strategically in the 2024 presidential election campaign through the lens of Fairclough's critical discourse analysis model. This case study focuses on the @mypresident.id Instagram account and a post entitled "When 'Gemoy' Becomes a Trend in Indonesian Society". This study aims to analyze the use of the term "gemoy" during the 2024 presidential election campaign. This research applies qualitative descriptive methods with critical discourse analysis techniques. The data collected is in the form of all lingual elements, namely words, phrases, clauses, and sentences containing the word "gemoy" in the comment column of netizens on Instagram @mypresident.id. The data were analyzed using the three dimensions of Fairclough's Model Critical Discourse Analysis, which consists of a textual dimension, a discursive dimension, and a sociocultural dimension. The dimensions of sociocultural practices were further analyzed using Dell Hymes' SPEAKING theory. The results show that communication strategies that utilize "gemoy" branding to build politicians' self-image have provided practical examples of how politicians can use digital media to create a more relatable and attractive image in this digital age to influence public opinion. The use of creative and varied language is an important element in politics to attract public attention, build relationships with voters, and achieve political goals, especially for Generation Z and millennials.

Keywords: Campaign Strategy, Critical Discourse Analysis, Fairclough, Gemoy, Political Language.

I. INTRODUCTION

Political campaigns in Indonesia have undergone changes. It went from conventional methods such as convoys and banners to exponential and inclusive digital campaigns. Entering this digital era, campaign teams are encouraged to make adjustments in campaigning by utilizing social media platforms such as Facebook, Twitter, and Instagram to spread political messages, communicate with voters, and

mobilize the masses (Muhamad Soeharto et al., 2019). Currently, Instagram social media is being widely used among the millennial generation with its sophisticated and contemporary features. As a result, many supporters of politicians use the Instagram platform to load various interesting content such as pictures or photos of Prabowo-Gibran (PG) made with the sophistication of Artificial Intelligence so that it looks adorable with unique words and even slogans to attract

attention in this digital era (Marrietta et al., 2022).

In the midst of these technological changes, language still plays an important role in building political image. An understanding of the use of language as a means of political communication can provide deep insight into people's understanding of politics (Abdurrahman, 2016; Sutama, 2018). The close relationship between social media and language in politics is key to developing an effective campaign strategy in this digital age (Dinata & Andriyani, 2022).

Language plays an important role in building a political image for politicians, especially in this digital age. (Sofyan & Yuhamar, 2021) and (Rahima, 2021) explained that language is an instrument of political communication used by politicians to show prestige and gain public support for their policies. Political communication in this context aims to gain public support, and influence people's knowledge, beliefs, and political actions (Damayanti & Hamzah, 2017; Islamiyah, 2021). Therefore, the use of creative and interesting language is the key for politicians to attract attention and build a positive political image in campaigns (Nasution, 2017).

Language and politics are two closely interrelated things. Language, as the main element in human life, serves as a medium of communication and social process (Sabir & Kanwal, 2018). In politics, language is used by politicians through various interesting language media, such as slogans, jargon, and epithets, to influence people's mindsets (Aini, 2021; Randy & Briones, 2017; Umar & Kahar, 2021).

Political language is an important communication tool to convey messages related to the state and government. The scope is wide, covering various political aspects. However, political language is not just limited to the types, functions, and forms of language. More importantly, political language involves and deals with aspects such as the existence of language, the meaning of language, language discourse, areas of language use, sectors of language use, and the context of language use (Latifah et al., 2022).

But without realizing it in the political realm, it turns out that the context of using creative and interesting language can be a strategic tool that a politician can use to achieve various goals when campaigning, such as influencing public opinion, building self-image, legitimizing power, and so on. Without skillful

use of language, candidates will not be able to convey the persuasion of their political image to the public (Aryadillah & Fitriansyah, 2022; Lestari et al., 2018; Rully Khairul Anwar & Merryam Agustine, 2020). The use of certain words, sentences, styles, and intonations is not only considered a way of communicating, but also a political strategy aimed at influencing public opinion, gaining support, gaining legitimacy, and defeating political opponents (Jupriono et al., 2022). There are various strategies used in the political context to build the image of both figures and parties. Such strategies include actor description, phority argumentation, imposition, categorization, comparison, consensus submission, counter-refutation, disclaimer, euphemism, substantiation, example submission, generalization, hyperbole, implication, irony, lexicalization, metaphor, presumption, self-glorification and other strategies used to achieve specific political goals (Sartini, 2015).

Language on social media is not only a communication tool but also a representation tool that shapes reality. Language can shape a particular subject, determine the theme of discourse, and even determine the communication strategies used (Durmaz & Yogun, 2022). Critical discourse analysis helps us understand how language is used in social and political contexts (Kamalgoo & Atharinia, 2020). This analysis can be used to analyze news, articles, political speeches, advertisements, and other texts (Todo & Budiarta, 2018). The goal is to find out and uncover hidden practices in political language, such as words or sentences used to manipulate public opinion (Fajar Wicaksana, 2014; Faradi, 2015). Critical discourse analysis is based on the discourse theories of Van Dijk (1980), Fowler, Foucault, Sara Mills, Fairclough, and others (Sartini, 2015).

This research uses Norman Fairclough's model of critical discourse analysis theory. Norman Fairclough's theory in text analysis is considered complete because it integrates three interrelated dimensions namely; Text dimension, discursive practice dimension, and socio-cultural practice dimension (Mustikawati, 2021; Nisa & Adi, 2023; Nurdin et al., 2023; Rafiq et al., 2021; Risdianto et al., 2018). The first textual dimension includes representation, relation, and identity. The second dimension of discursive practice, includes text production, text dissemination, and text consumption. The third dimension of socio-cultural practice includes:

situational, institutional, and social (Kusumaningsih et al., 2023; Magfira et al., 2022; Mahmudi et al., 2020; Malik Umer Ajmal & Tayyaba Zainab, 2024). The dimension of socio-cultural practice was also analyzed using Dell Hymes' SPEAKING theory analysis to explore social practices in these speech events. SPEAKING consists of S (situation), which consists of settings and scenes. Setting states the time, place, and physical form of the whole, Scene refers to the psychological position of the conversation or discussion. For example, from formal situations to informal ones; P (participation), including speakers, senders, and receivers; E (ends), stating the intent, purpose or result; A (act sequence), consisting of the form of the message and the content of the message; K (key), refers to the tone, manner, or spirit of delivering the message; I (instrumentalities), is a language line used in speech, including oral, written, telegraph and telephone. N (norms), is a norm of interaction and interpretation that refers to rules. G (genres), is a type of form of delivery, such as verse, rhyme, and others (Annas & Fitriawan, 2018; Hidayatullah & Romadhon, 2020).

Previous research has used Fairclough's CDA to analyze political texts with varying focuses. Suharto (2016) examines Susilo Bambang Yudhoyono's speech, focusing on ideological representation, language forms, discourse practices, and socio-cultural practices. Yusyama & Khoirunnisa (2021) applies Fairclough's model to describe representation, relationships, and identity in the February 2021 issue of online media law columns Bantennews.co.id. Muhammad Soeharto et al. (2021) analyzed text structure, discourse practices, and cultural practices in the use of the term COVID-19 in online news. However, this study differs due to the lack of Analysis of "gemoy" in Political Campaigns: Although there is much research on political communication strategies and the use of language in campaigns, there have been no studies that specifically focus on the analysis of the use of the term "gemoy". The term "gemoy", commonly associated with cuteness and attractiveness, has never been examined within Fairclough's Critical Discourse Analysis (CDA) framework. This results in a lack of understanding of how the term can be used to build a political image and influence public perception.

So, this research aims to analyze the use of the term "gemoy" in the framework of Norman

Fairclough's critical discourse analysis which includes three dimensions of discourse analysis. First, in the text analysis dimension, this study evaluates the use of the word "gemoy" in various campaign contexts, including word choice, implied meaning, and sentence structure that supports campaign messages, including aspects of representation, relationships, and identity. Second, the practice dimension of discourse, this study identifies who uses the word "gemoy", in what situation, and for what purpose, and examines its distribution through various media and audience responses. Third, on the dimension of social practice, this study assesses how the use of the word "gemoy" reflects or challenges social structures, including situational, institutional, and political contexts, and how this affects public perception of Prabowo Subianto. The research will also analyze the impact of the term in the context of campaigns and its contribution to image-building strategies as well as political influence. The main focus of the results of this study is to reveal whether the use of the word "gemoy" is a campaign strategy used by Prabowo Subianto's camp to build image and influence public perception. The importance of this research lies in the discovery that the term "gemoy," which is usually associated with cuteness and cuteness, is now adopted to describe political figures such as Prabowo Subianto. Therefore, this study seeks to understand the effectiveness of using this term as a campaign strategy to achieve political goals, providing deeper insight into political dynamics and communication strategies in political campaigns in Indonesia.

II. METHODS

This study used a qualitative descriptive method because the data was in the form of words and sentences collected from the comments column of netizens on Instagram. The data analyzed includes all lingual elements, namely words, phrases, clauses, and sentences. The source of data in this study is words and sentences containing the word "gemoy" contained in the @mypresident.id Instagram account, especially in the comments of posts with the title "When 'Gemoy' Becomes a Trend Among Indonesians". This study used a combination of three data collection techniques: reading, documentation, and recording. The reading technique is used to understand the content of netizens' comments containing the word "gemoy". Documentation techniques are used to document such comments

in the form of screenshots. Note-taking techniques are used to record important information from these comments, such as the content of the comments, the Instagram account name, date and time of the comments.

Data collection is carried out in structured and systematic steps: (1) open the Instagram application, (2) search for the Instagram account "@mypresident.id", (3) select posts with the caption "When 'Gemoy' Becomes a Trend in Indonesian Society", (4) enter the comment column then read all netizen comments and understand the content of comments containing the word "gemoy" carefully, (5) the data that has been found is documented by means of screenshots to strengthen research, (6) Then record all comments containing the word "gemoy" and store important data that matches the object of research. After going through the data collection process, researchers present the data using tables and store it in a clear and structured format for further analysis. Critical discourse analysis of Norman Fairclough's model can help understand texts that focus on the relationship between language and social practice.

Data analysis was conducted using Norman Fairclough's model of Critical Discourse Analysis (CDA), which involves three interrelated dimensions: Textual Dimension: Analyzing the linguistic features and structures of the comments including representation, relation, and identity. Discursive Practice Dimension: Examining the processes of text production, distribution, and consumption. Sociocultural Practice Dimension: Investigating the broader social and cultural contexts influencing the discourse." includes: situational, institutional, and social. The sociocultural dimension of practice was further analyzed using Dell Hymes' SPEAKING theory. Hymes emphasizes that communication is not only about what is said, but also about how it is said, who said it, to whom, and in what context. Integrating these two theories can provide a more comprehensive analysis of language use in sociocultural contexts. From the results of the analysis, conclusions are obtained that are explained briefly, concisely, and in detail to produce interesting conclusions.

III. RESULT AND DISCUSSION

The following is a table of observational data obtained from the comment column on a post uploaded by the @mypresident.id Instagram

account, with the caption title 'When 'Gemoy' Becomes a Trend of Indonesian Society' uploaded on November 30, 2023.

Table 1. The result of observation data in the comments column of the Instagram @mypresident.id

No.	Data	Account name
1	Mr. Prabowo is the idol of young people, with his personality and <i>gemoy</i> adding to the attractiveness of young people to continue to elect him to be president of the Republic of Indonesia 2024	@cipa.aasyy
2	Mr. Prabowo Subianto <i>Gemoy</i> Cheerful Continue Don't Slack His Spirit Mr. Prabowo	@ernarosfida
3	Mr. Prabowo's <i>gemoy</i> and friendly attitude make him approachable to youth.	@rofiq.jaelani
4	Mr. Prabowo <i>gemoy</i> , steady	@khairul_bisnis.antlririba
5	Mr. <i>Gemoy</i> , you are angry, it's funny, <i>Haha</i>	@ariel_khan86
6	Really <i>gemoy</i> Mr. Prabowo	@aga.adry_ansah231
7	His <i>gemoy</i> makes young people fall more in love with the figure of Mr. Prabowo's	@louvecakeee
8	Mr. <i>Gemoy</i>	@tiaraannisaah
9	Idols of the younger generation. Always healthy Mr. <i>Gemoy</i> Indonesia <i>InsyaAllah</i> 2024 Win 1 round Prabowo-Gibran	@meddy_suparta0805
10	Increasingly <i>bucin</i> with Mr. <i>Gemoy</i> "	@kostorencantik
11	<i>Gemoy</i> is a nickname for Mr. Prabowo from Gen Z and millennials	@bagusal.f
12	Aaaa sir, I want to meet you while saying <i>gemoy</i> too	@meyris.shop
13	<i>Masyaallah</i> , sir, what you said to the reporter by saying	@dw.susanti20

	that you are also <i>gemoy</i> , describing you as very humble and <i>gemoy huh</i>	
14	<i>Gemoy</i>	@yunitta_ayu

To analyze netizen comment data on the @mypresident.id Instagram account, Norman Fairclough's approach was used as one of the methods of critical discourse analysis. The sections that need to be met in critical discourse analysis according to Norman Fairclough include:

Text Dimension Analysis

Discourse analysis of text dimensions into three basic elements to describe and analyze each text, namely representation, relation, and identity.

Representation

The first representation is in data 1 with a sentence that reads "Mr. Prabowo is the idol of young people, with his personality and *gemoy* adding to the attractiveness of young people to continue to elect him to be president of the Republic of Indonesia 2024". The form of the sentence is an affirmative sentence with a subject-predicate-caption structure. Subject: "Mr. Prabowo" is the main culprit in this sentence. The predicate: "the idol of young people" shows what Mr. Prabowo did. Object: This sentence has no object because its predicate is not transitive. Description: "*nih*" confirms that Mr. Prabowo is an idol of young people; "with his personality and *gemoy* adding" explains how Mr. Prabowo became an idol of young people; "to continue to elect him to be the president of the Republic of Indonesia in 2024" explains the purpose of Mr. Prabowo's appeal. Representations of the diction "idol", "*gemoynya*", and "attractiveness" indicate an attempt to interest young people. The use of the pronouns "*nih*" and "*nya*" indicates closeness and familiarity.

In data 2 with a sentence that reads "Mr. Prabowo Subianto *Gemoy* cheerful continue don't slack his spirit Mr. Prabowo". The form of the sentence is an imperative sentence with an invitation structure and interjections that aim to encourage Mr. Prabowo. Thus the structure of the sentence pattern is seen simply as follows: subject-predicate-description. In the data quotation, the subject is "Mr. Prabowo Subianto", the predicate "*gemoy*, cheerful, continue", the caption "continue don't slack" (prohibition statement), his spirit (ownership statement), Mr. Prabowo (affirmation statement)". The

representation of diction "*gemoy*", "cheerful", and "spirit" indicates an attempt to build a positive image. The use of the phrase "continue don't slack" indicates an invitation to continue to support or encourage a person or group to continue to maintain or increase their support for a cause or individual. In other words, the phrase "continue don't slack" expresses the desire to remain persistent and committed to achieving a goal or supporting a cause or effort. Its use is often related to situations where consistency, perseverance, and unyielding spirit are considered essential to achieve the desired success or change.

In data 3 with a sentence that reads "Mr. Prabowo's *gemoy* and friendly attitude makes him approachable to youth". The form of the sentence is an affirmative sentence with a subject-predicate-object structure. The subject is the part of the sentence that indicates who or what performed an action or experienced a circumstance. In this sentence, the subject is "Mr. Prabowo". A predicate is a part of a sentence that indicates what the subject does or what happens to the subject. In this sentence, the predicate is "make it approachable to youth". A caption is a part of a sentence that provides additional information about a subject, predicate, object, or other caption. In this sentence, there are two descriptions: (a) Description of nature: "*gemoy* and friendly" which describes the subject "Mr. Prabowo" (b) Description of the situation: "approachable" which describes the object of "youth". An object is the part of a sentence that receives an action from a predicate. In this sentence, the object is "youth". The representation of "*gemoy*", "friendly", and "approachable" diction shows an attempt to build an attractive and well-liked image of Prabowo youth. The use of the pronoun "Mr." indicates respect.

In data 4 with a sentence that reads "Mr. Prabowo *Gemoy*, steady". The form of the sentence is an exclamation sentence with the diction "*gemoy*" and "steady". The representation of the use of "*gemoy*" diction adds a positive and adorable nuance to the explanation of Prabowo Subianto, while the word "steady" emphasizes satisfaction or admiration for the trait or behavior in question. The phrase "Mr. Prabowo *gemoy* steady" is a grammatical sentence and has a simple structure. Grammatically the phrase "Mr. Prabowo *gemoy* steady" has a simple and precise structure consisting of two main elements, namely the subject "Mr. Prabowo" and the

predicate "*gemoy* steady". In this case, the subject is "Mr. Prabowo", while the predicate is "*gemoy* steady", which indicates the trait or characteristic being praised. Thus, the sentence not only describes a positive opinion about the figure of Prabowo Subianto but also shows the effective use of language in conveying feelings of enthusiasm and admiration in a grammatically appropriate manner.

In data 5 with a sentence that reads "Mr. *Gemoy*, you are angry, it's funny, *Hhh*". The form of the sentence is an exclamation sentence with the diction "*gemoy*" and "funny". The use of the emoji "*hhh*" indicates laughter and amusement. The repetition of the word "father" indicates respect. The representation of the word "*mah*" becomes a representation of deep knowledge of someone. According to his thesaurus the word "*mah*" is used to say affirmation of speech, usually used after the pronoun person. The narration of the word "*mah*" by netizens @ariel_khan86 shows that it is very familiar and familiar to the figure of presidential candidate Prabowo Subianto.

In data 6 with a sentence that reads "really *gemoy* Mr. Prabowo". The form of the sentence is an affirmative sentence with "*gemoy*" diction. Thus the structure of the sentence pattern is seen simply as follows: subject-predicate-description. In the excerpt of the data, the subject "really" is a short form of "indeed" that serves as a word of recognition or approval. The predicate is "*gemoy*", which describes the nature or characteristic addressed to "Mr. Prabowo". Then, "Mr. Prabowo" is an additional information that provides information about who is meant by "*gemoy*". Representation of the word "meaning" It is a short form of "indeed", which is a word of recognition or consent in this context indicating affirmation. The word "meaning" used in the quote is an informal form of the word in Indonesian that has several meanings, depending on the context of the sentence. This shows that the speaker agrees or acknowledges something mentioned earlier.

In data 7 with a sentence reads "His *gemoy* makes young people fall more in love with the figure of Mr. Prabowo". The form of the sentence is an affirmative sentence with the diction "*gemoynya*", "in love", "and figure". This sentence has a complete structure i.e. subject-predicate-object-captation. The subject "*gemoynya*" is a noun that refers to a trait or characteristic possessed by someone or something. In this context, "his *gemoy*" refers to

the *gemas* or adorable nature possessed by Mr. Prabowo. The predicate "make" is a verb that indicates the action or influence of the subject on the object. Here, "make" states that the *gemas* or adorable nature possessed by Mr. Prabowo influences the reactions or feelings of young people. Object: the "young person" is the recipient of the actions performed by the subject. They are a group that is recognized as having a certain reaction to the *gemas* or adorable nature possessed by Mr. Prabowo. Description: "Falling more in love with the figure of Mr. Prabowo" is a description that explains the consequences or results of actions taken by the subject against the object. Here, this information states that the reaction of young people to Mr. Prabowo's excitement is an increasing sense of love or admiration for him. The representation of the word "*kegemoyannya*" shows an effort to build an attractive image of Prabowo that young people like. The word "falling in love" indicates the intensity of positive feelings towards Prabowo. The word "figure" indicates that Prabowo's image is built not only on his physique but also on his personality and character.

In data 8 with a sentence that reads "Mr. *Gemoy*". The form of the sentence is an exclamation line showing enthusiasm and admiration for Prabowo. Exclamation phrase with "*gemoy*" diction. The representation of the word "*gemoy*" shows an attempt to build an attractive and well-liked image of Prabowo by young people. The phrase "Mr. *Gemoy*" builds a narrative that Prabowo is an interesting and approachable leader. The word "*gemoy*" is associated with cuteness, cuteness, and friendliness, which brings Prabowo closer to the younger generation. The use of exclamation points shows enthusiasm and admiration for Prabowo.

In data 9 with a sentence that reads "Idols of the younger generation. Always healthy, Mr. *Gemoy* Indonesia *InsyaAllah* 2024 win 1 round Prabowo-Gibran". The form of the sentence is an exclamation, a declarative sentence with a subject-predicate-object structure and has a clear meaning. The subject of this sentence is "Idol of the younger generation". The predicate of this sentence is "Always healthy, Mr. *Gemoy* Indonesia *InsyaAllah* 2024 win 1 round Prabowo-Gibran". The object of this sentence does not exist. Complementing this sentence is "Mr. *Gemoy* Indonesia". The captions of this sentence are "*InsyaAllah*", "2024", "Win 1 round", and "Prabowo-Gibran". This sentence is a sentence of

prayer and support for "Mr. *Gemoy* Indonesia" who is expected to always be healthy and win the 2024 presidential election in one round with his running mate "Prabowo-Gibran". The representation of diction "idol", "*gemoy*", "healthy", "win", "1 round" shows an attempt to build Prabowo's image as the ideal leader that young people dream of. The use of the pronoun "Mr." indicates respect. The hashtag (#*gemoy*) and the phrase "2024 win 1 round Prabowo-Gibran" indicate the political goal to win the 2024 Presidential Election.

In data 10 with a sentence that reads "Increasingly *bucin* with Mr. *Gemoy*". The form of the sentence is an exclamation sentence with informal phrases "*bucin*" and "Mr. *Gemoy*". Sentences in this data have a subject-predicate-object sentence pattern. Thus the structure of the sentence pattern is seen simply as follows. The subject of this sentence is implied, which is "I". The predicate of this sentence is "Increasingly *bucin*". The object of this sentence is "same as Mr. *Gemoy*". The representation of the word "*bucin*" shows excessive admiration and love for Prabowo. The word "*bucin*" is an abbreviation of "slave of love". This term is used to describe someone who is infatuated or obsessed with their partner. This phrase is an expression of the feelings of someone who is increasingly infatuated or obsessed with the "sir of *gemoy*".

In data 11 with a sentence that reads "*Gemoy* is a nickname for Mr. Prabowo from gen z and millennials". The form of the sentence is an affirmative sentence with a subject-predicate-object structure. Thus the structure of the sentence pattern is seen simply as follows: the subject "*Gemoy*", the predicate "is", the object "nickname darling", the phrase "for Mr. Prabowo", and the complementary phrase "from gen Z and millennials". In this context, the subject and predicate show the relationship that "*Gemoy*" is a nickname given to Mr. Prabowo by Generation Z and millennials, while the phrase "from Gen Z and millennials" indicates the origin or giver of the nickname. The representation of the diction "nickname darling", "*gemoy*", "gen z", and "millennial" shows an attempt to build Prabowo's image as a leader who: (a) is liked by young people: The use of the words "nickname darling" and "*gemoy*" indicates closeness and friendliness. (b) modern: The use of the words "Gen Z" and "millennial" shows Prabowo's understanding of popular culture.

In data 12 with a sentence that reads "Aaaa sir, I want to meet you while saying *gemoy* too".

The form of the sentence is an exclamation sentence with "*gemoy*" diction. Thus the structure of the sentence pattern is seen simply as follows: the subject "Aaaa" (may be an expression or exclamation) the predicate "want" (short for "want" or "want"), the object "meet the sir" (means to want to meet someone called "sir"), the description "while saying *gemoy* too" (indicating the activity or way of meeting, that is, while mentioning the nickname "*gemoy*"). The use of the pronoun "sir" indicates respect. The representation of the word "aaaa" can be expressed as a form of the word "Wah" because in Indonesian is an interjection used to express various kinds of emotions such as awe such as the data.

In data 13 with a sentence that reads "*Masyaallah*, sir, what you said to the reporter by saying that you are also *gemoy*, describing you as very humble and *gemoy huh*". The form of the sentence is an affirmative sentence with a subject-predicate-object structure. This phrase describes the words or response of an individual (the so-called "sir") to journalists, using the word "*Masyaallah*" as an expression of exaltation or admiration. The predicate is "saying" (describing the act of speaking or saying something). The object is "you too *gemoy*" (which is a saying or statement that the reporter also has the same traits or character traits that the individual has, namely "*gemoy*"). The phrase indicates that the individual is friendly and receptive to reporter in a relaxed manner, using the word "*gemoy*" as an expression of familiarity. The representation of the diction "*masyaallah*", "*gemoy*", "humble", "*gemoy* once" shows an attempt to build Prabowo's image as a leader who: (a) Religious: The use of the word "*masyaallah*" indicates religious observance. (b) Attractive: "*Gemoy*" diction is associated with cuteness, cuteness, and friendliness. (c) Humble: The use of the word "humble" indicates a non-arrogant attitude.

Data 14 with a sentence that reads "*Gemoy*". Interjection with diction "*gemoy*". The word "*gemoy*" is believed to come from Javanese which has a meaning similar to "cute" or "cute". The use of this word then expanded and became popular among young people in everyday conversation. Although it has no official definition in the Indonesian dictionary, "*gemoy*" is often used to describe someone or something that has a cute, adorable, or cute nature. The use of this word tends to be informal and casual.

The use of the term "*gemoy*" in Prabowo Subianto's political campaign can be seen as part

of a broader political communication strategy and is closely linked to current social trends. On a micro level, the word "*gemoy*" meaning cute, cute, or adorable, is used strategically to create a more human and appealing image of Prabowo to young voters. The term, which is popular among generation Z and millennials, taps into the trend of informal and expressive language often seen on social media (Sartini, 2015).

At the macro level, the use of the term reflects a deep understanding of the changes in the way political communication is conducted in the digital age. Social media has become a major arena for political campaigns, where lighthearted, memorable, and visually appealing messages are more likely to spread widely and influence public perception. By portraying Prabowo as a "*gemoy*," the campaign sought to highlight the softer and closer side of a presidential candidate, as opposed to traditional political images that are often rigid and formal.

This strategy also shows the adaptation of political campaigns to social trends in which leaders are expected to be not only competent but also relatable and personally engaging. It recognizes that younger voters, who are an important demographic, tend to connect more with figures they find not only effective but also fun and adorable. The use of terms like "*gemoy*" expresses closeness and familiarity, reduces the distance between leaders and voters, and builds a strong emotional connection.

Overall, the use of the word "*gemoy*" is not just a plain language tactic but part of a broader political strategy to shape the image and influence voter behavior through adaptation to emerging social trends. It shows how textual elements at the micro level can have significant implications in the larger context of political discourse, reflecting flexibility and innovation in modern political communication.

Relationship

The relationship in the text is related to the text of the word *Gemoy* very long during the 2024 election campaign, "*Gemoy*" became one of the popular words in Indonesian society. It is known, that the word "*Gemoy*" is often intended for the number two presidential candidate (candidate), Prabowo Subianto. This term is increasingly used because it is considered new and different from Prabowo's impression. Previously, the Indonesian Minister of Defense was famous as a fierce and authoritative figure, especially since he was a former Lieutenant General of the TNI. So that it adds to the

relationship for Mr. Prabowo.

Based on the results of text relation observation data, it is shown that all data amounted to 14 data. This shows that all netizens who commented on the @mypresident.id Instagram account as speakers and presidential candidate Prabowo Subianto as speech partners. The relationship between speakers and speech partners looks very familiar because both have an interest in the word or nickname "*gemoy*", so the speech situation is informal (relaxed) using Indonesian. The topic of his speech was "When '*Gemoy*' Became a Trend in Indonesian Society". This can be seen in the observation data (13) where the Instagram account @dw.susanti20 commented: "*Masyaallah*, sir, you said to reporters by saying you are also *gemoy*, describing you as very humble and very *gemoy*, huh".

Identity

Identity analysis in the context of Fairclough's theory pays attention to how the identity of a person or group is represented in texts, in this case, texts that offend or refer to the figure of Mr. Prabowo. In the sentences found, Mr. Prabowo's identity is built through the attribute "*gemoy*", which gives an idea of his friendly, approachable, and even funny nature when angry. The use of this "*gemoy*" attribute shows how his self-image is shaped and perceived by the public, especially Generation Z and millennials.

Through the use of the word "*gemoy*" in various contexts, such as compliments, direct statements, or even in the form of question marks (as in Data 3, Data 7, and Data 11), Mr. Prabowo's identity is explained as a person who has a pleasant and approachable nature. In fact, in the sentence Data (5), "Mr. *Gemoy*, you are angry, it's funny, Haha", the use of the word "*gemoy*" followed by a statement indicating that the trait is considered funny and unobtrusive.

In conclusion, the analysis of identity in these texts shows that the use of the "*gemoy*" attribute played a role in shaping Mr. Prabowo's image as friendly, approachable, and even emotionally appealing. This is an image that influences public perception of him and can strengthen his political support, especially among the younger generation (Sartini, 2015).

Analysis of Discursive Practices

This discursive practice is proof that Prabowo Subianto's electability is increasing today. The word *gemoy* is a play on the word "squeeze". *Gemoy* is aimed at something or

someone that evokes funny feelings, tickles, and brings laughter. This rising word gained popularity when used by the Prabowo-Gibran (PG) presidential and vice presidential candidate pair. *Gemoy* became a kind of PG slogan. In fact, with the sophistication of Artificial Intelligence, PG photos are made in such a way that they look adorable. Prabowo's fiery image and Gibran's calm image seemed to disappear suddenly. The image that appears is *gemoy* and relaxed. How effective a word is to influence the public in an election campaign.

Based on sentence analysis, the texts are produced in a variety of contexts, including everyday conversation, social media, and even political contexts. Text creators use casual and informal language, especially seen in the use of the word "*gemoy*" which is a popular expression in the colloquial language of the millennial generation. These texts are produced by individuals or groups of Prabowo's supporters and disseminated through social media, such as Instagram in the form of comments, captions, and tweets. The use of the word "*gemoy*" shows a shift in Prabowo's image which was originally rigid and firm to be more friendly and contemporary. This is a strategy of successful teams (*timses*) to attract young voters who are accustomed to pop culture and slang.

The word "*gemoy*" is distributed through social media platforms popular among young people, such as Twitter, Instagram, and TikTok. The use of hashtags such as #PakGemoy and #PrabowoGemoy helped spread this discourse more widely. successful teams (*Timses*) Prabowo also utilizes mass media and influencers to strengthen this "*gemoy*" image.

The consumption of this text depends on the reader's or listener's understanding of the context in which it is used. The main target of this text is young people, Instagram social media users who are the target of Prabowo's voters. Many comments and tweets showed a sense of resonance and support for Prabowo. This "*gemoy*" image helps Prabowo to appear more relatable and close to young voters.

Some examples of data that support this analysis:

Data 1, 2, 3, 7, and 9 show explicitly how the word "*gemoy*" is used to build a positive image of Prabowo and attract youth support. Data 4, 5, 6, 10, and 14 show the positive reaction of social media users to Prabowo's "*gemoy*" image.

Data 11 and 12 show that the word "*gemoy*" has become a popular nickname for Prabowo

among Gen Z and millennials. Data 13 shows how Prabowo himself uses the word "*gemoy*" to get closer to young voters.

Analysis of the dimensions of Fairclough's discursive practices shows that the use of the word "*gemoy*" for Prabowo Subianto is an effective communication strategy to build a positive image and attract the sympathy of voters, especially the younger generation. This word helps Prabowo to appear more relatable, current, and close to young voters, thus increasing his chances of winning the 2024 presidential election.

This use of the word "*gemoy*" does not escape the social interaction that occurs in the consumption and production of texts. Positive or negative responses from readers or listeners can affect their perception of Prabowo and even affect their political stance. This shows how the use of the word "*gemoy*" is part of a communication strategy of self-image or glorification to build a positive image of Prabowo among the younger generation and society in general (Sartini, 2015).

Analysis of Socio-Cultural Practices

Based on the researcher's analysis, the increase in popularity of the word "*gemoy*" in a political context refers to the physical properties of Mr. Prabowo's fat, which later emerged and became his trademark. Currently, the popularity of the word is in line with the increase in Prabowo-Gibran's electability. A survey conducted by the national institution in early November 2023 placed Prabowo-Gibran as the top choice with a percentage of 42.1%, far ahead of Ganjar-Mahfud with 28.8% and Anies-Cak Imin with 25.2%. The latest survey from R & D Kompas also showed similar results, with Prabowo-Gibran still leading at 39.3%, followed by Anies-Cak Imin with 16.7% and Ganjar-Mahfud at 15.3%.

In analyzing socio-cultural practices in critical discourse, Norman Fairclough divides the analysis into three levels, each of which provides a different point of view in understanding the social phenomenon being observed, among others, as follows:

Situational Level

At the situational level, it deals with how the direct context in which the text is produced or exchanged affects the meaning and interpretation given. During Prabowo Subianto's campaign, the term "*gemoy*" suddenly became a conversation. The cause was presidential candidate Prabowo Subianto who was shouted "*gemoy*" by cadres of

the Indonesian Solidarity Party (PSI). These data are contained on the online social media platform Instagram, which allows for quick and extensive interaction between users. Examples of quotes from the situational level are:

Data 5 "Mr. *Gemoy*, you are angry, it's funny, *Haha*"

Data 6 "Really *gemoy* Mr. Prabowo"

Data 4 "Mr. Prabowo *gemoy*. steady"

Data 12 "Aaaa sir, I want to meet you while saying *gemoy* too "

These quotations reflect that the comments are spontaneous and not formally structured. They are direct reactions to certain events or events that occur in real-time on online platforms. Writing tends to follow the dominant language style and norms on online platforms, where communication is often more relaxed and spontaneous.

Institutional Level

At the institutional level, it involves how power structures, norms, and values influence the production and distribution of the text. In this context, we can see how such comments are influenced by various factors such as politics, mass media, and popular culture. Prabowo Subianto is a politician who has great influence, therefore, these comments also reflect the political dynamics that exist in society. Here's an example of a quote analyzed at the institutional level:

Data 9 "Idols of the younger generation. Always healthy Mr. *Gemoy* Indonesia *Insyallah* 2024 Win 1 round Prabowo-Gibran"

Data 13 "*Masyaallah*, sir, what you said to the reporter by saying that you are also *gemoy*, describing you as very humble and *gemoy huh*"

Data 1 "Mr. Prabowo is the idol of young people, with his personality and *gemoy* adding to the attractiveness of young people to continue to elect him to be president of the Republic of Indonesia 2024"

These quotes show how the use of the term "*gemoy*" is associated with positive attributes, such as a friendly personality and closeness to society. This can reflect a political strategy aimed at building the desired image in the eyes of the public by taking into account existing social norms.

Social Level

On a social level, it is concerned with how the broader social structure influences the meaning and interpretation given to the text. At this level, there are political, economic, and

cultural elements in social life. Here is an excerpt from the social level:

Data 10 "Increasingly *bucin* with Mr. *Gemoy*"

Data 2 " Mr. Prabowo Subianto *Gemoy* Cheerful Continue Don't Slack His Spirit Mr. Prabowo"

Data 11 "*Gemoy* is a nickname for Mr. Prabowo from Gen Z and millennials"

From these quotes, it can be seen how the use of the term "*gemoy*" has not only occurred in a political context but has also become part of popular culture and the identity of the younger generation. The political element that we can clearly see is related to power and position. Competition in the election is getting tighter, so the slogan "*Gemoy*" is increasingly attracting attention to Prabowo Subianto, who has indeed been known among young people for having a high position. From an economic point of view, this strategy helps in gaining financial and social support from the support base. Culturally, the use of these epithets reflects how politics became part of popular culture and how everyday language affects people's perceptions of their leaders. It reflects how the representation of a public figure can develop through social and cultural interactions within society. The term "*gemoy*" is used to describe Prabowo Subianto with various meanings such as to praise, entertain, or demean depending on the context, reflecting how society shapes perceptions of public figures through social and cultural interactions received in the community environment.

Critical analysis of existing data shows the complexity of the formation of public identity and the role of social media in shaping public opinion. This can be seen from the use of the term "*gemoy*" which can be used to strengthen or damage a person's image, depending on the point of view and purpose of the communicator. Political and cultural dynamics also play an important role in shaping public narratives about political figures.

Further analysis to clarify understanding is carried out using the point of view of SPEAKING theory within the framework of socio-cultural practice analysis. Focusing on eight aspects, namely S, P, E, A, K, I, N, and G, this analysis aims to understand how language is used in certain socio-cultural practices. Based on all the data found, an analysis by researchers of the findings of the data was produced as follows.

Setting or setting (S): This research took place in the Instagram social media comment column on the @mypresident.id account. In the context of social media, interactions between

users occur quickly and widely. This comment column became a space to share views, support, or even criticism of Prabowo and related issues. Participants (P): The participants in this socio-cultural practice are individuals or groups of Prabowo's supporters, especially among young people who are active on Instagram social media. They are the main actors who contribute to the formation of public opinion and the dissemination of political messages through the platform. Ends (E): The purpose of the discourse analyzed is to build a positive image of Prabowo as a leader who is attractive and liked by young people, as well as increase his electability among them. In addition, other goals may include mobilizing support and participation in political campaigns as well as raising political awareness among young people. Act sequences (A): The dissemination of these sentences occurred through social media, especially in the form of comments, posts, or sharing of Prabowo-related content. Interaction and discussion between social media users have also become an integral part of this socio-cultural practice. The form of speech that occurs tends to be indirect with a variety of informal language that is appropriate to the context of social media. Key (K): The tone of speech in this discourse tends to be friendly, relaxed, familiar, fun, and entertaining. This approach aims to build emotional bonds with the audience, especially with young people, and create a positive and supportive atmosphere towards Prabowo. Instrumental (I): The language used in this discourse is easily understood by young people because it uses a variety of non-formal language that is often used in daily interactions on social media. The use of simple and familiar words also facilitates the understanding of the political message being conveyed. Norm (N): Despite using informal language, understanding and respect for language norms remains important in ensuring effective and efficient communication. Although informal language norms are looser than formal language norms, the use of polite and context-appropriate language is still necessary to maintain the civility and credibility of political messages. Genres (G): The genre of political discourse and political campaigns on social media is represented by indirect speech, such as commenting, posting, or sharing content related to Prabowo. This form reflects typical communication characteristics in social media, where political messages are conveyed through informal interactions between users.

The use of the term "*gemoy*" in Prabowo Subianto's political campaign sparked an interesting debate. On the one hand, the use of this term is considered an effective communication strategy to attract young voters, especially generation Z and millennials. This term builds Prabowo's image as a friendly, up-to-date and approachable leader, in contrast to the rigid and assertive image previously attached to him. On the other hand, the use of this term has also drawn criticism because it is considered derogatory and does not reflect the seriousness of a prospective leader. Critics argue that the term fuels perceptions of Prabowo as an incompetent leader who lacks a clear vision.

Amid debates about its effectiveness, the use of the term "*gemoy*" in Prabowo Subianto's campaign is an interesting example of how cultural contexts and social norms influence each other and are shaped by political discourse. Shifting pop culture and changing communication norms in the digital age prompted Prabowo's successful team to use slang such as "*gemoy*" in an effort to reach and connect with young voters. This shows how politicians adapt to contemporary communication styles to attract public attention. More than just a communication strategy, the use of the term "*gemoy*" reflects a change in society's assessment of leaders. In the modern era, charisma, closeness, and the ability to connect with voters are important factors in a candidate's electability. The use of social media as the main platform for political campaigns also affects the way politicians build public image. The term "*gemoy*" is an example of how social media allows politicians to communicate with voters in a more relaxed and informal manner, in keeping with communication habits in the digital age.

Nonetheless, the use of the term "*gemoy*" in Prabowo Subianto's campaign can not only be seen as a political strategy, but also as a cultural and social phenomenon that reflects changes in the way society views leaders and communicates in the digital age.

On the contrary, the analysis of the text dimension shows that the use of the term "*gemoy*" in various contexts, such as praise, direct statements, or even in the form of question marks, explains Prabowo's identity as a pleasant and approachable nature. This reflects efforts to build a friendlier and more contemporary image, especially for younger voters. In addition, analysis of the dimensions of discursive practices shows that the use of the term "*gemoy*" is an

effective communication strategy to build a positive image and attract the sympathy of voters, especially the younger generation. This word helps Prabowo appear more relatable, up-to-date, and close to young voters, thereby increasing his chances of winning the 2024 presidential election. Furthermore, analysis of sociocultural practices shows that the use of the term "gemoy" reflects not only social norms on online platforms but also how the context of text production and exchange influences its meaning and interpretation. The term also reflects how the broader social structure influences the meaning and interpretation given to the text.

IV. CONCLUSION

This section will describe the conclusions of the research that has been done. This conclusion aims to formulate the results of previous research and discussion, namely to find out whether the use of the word "gemoy" is a campaign strategy used by Prabowo Subianto's team. The main focus of this research is on efforts to build an image and influence public perception of Prabowo Subianto.

Based on the analysis of this study and Van Dijk's theory of strategies in the political context to build a good image, the authors conclude that self-glorification communication strategies play an important role in shaping political images for both individuals and political parties. A positive image can influence public perception and boost electability to get votes in elections. Contemporary terms such as "gemoy" used in political campaigns are one way to build a positive image for politicians. Therefore, in political practice, the use of language and public image becomes a very important element.

A politician's self-image, such as a "gemoy", can influence how society perceives him. By using language and building the right self-image, politicians can build close relationships with voters and gain more support in elections. Prabowo's use of the word "gemoy" which received a positive response on social media, especially from young people, was later adopted and amplified by Prabowo's team as one of the strategies to attract the attention of young voters who are active on social media.

In politics, language is not just a means of communication, but also a powerful weapon to build self-image. The way politicians use language, whether in speeches, campaigns, or everyday conversations, can shape public

perceptions of them. The use of the word "gemoy" is one of Prabowo's strategies to adapt his political style to young voters who are tired of conflicts between politicians. Therefore, politicians also harness language creativity and language variety to reach different audiences and achieve their political goals.

Compelling rhetoric, precise humor, and lively figurative language can captivate the public's attention and build an emotional connection. On the other hand, the use of regional languages, slang, and formal language adapted to the context can show the closeness and seriousness of politicians. Creativity and language variety in politics is not just about aesthetics, but also about strategy. By understanding how language is used in politics, we can become more critical and empowered voters and citizens, and be able to judge politicians more objectively and rationally.

Although this study has advantages because the source of the data was chosen from the Instagram accounts of Prabowo-Gibran supporters, the majority of the data found were expressions of praise or positive things. Therefore, some limitations need to be recognized to pave the way for more comprehensive research in the future.

The limitations of data from a single source and campaign period, as well as analysis that focuses on positive meaning and interpretation, need to be addressed with more diverse, comparative, and impactful research, including analysis from opposite or negative viewpoints. Studying other factors that influence public perception and developing new research questions can improve understanding of language, political discourse, and democracy.

Future research can overcome these limitations by applying a multi-disciplinary approach that includes political science, sociology, and linguistics to gain a more holistic understanding. The method used is to combine critical discourse analysis with theories from other disciplines to examine how different demographic groups respond to the use of the term "gemoy" and its impact, as well as conduct in-depth interviews and focus group discussions with various segments of society to gather richer perspectives or various viewpoints.

REFERENCES

- Abdurrahman, M. S. (2016). Media Power Relation in the Leadership Succession of Yogyakarta Sultanate (Norman Fairclough

- Critical Discourse Analysis to the Program 'Indonesia Satu' Net TV Episode of Sultan Hamengku Buwono X. *International Conference on Transformation in Communication (ICOTIC)*, 13, 1–22.
- Aini, Q. (2021). Ekspresi Bahasa Politik Dikalangan Menteri: Studi Analisis Talk Show Mata Najwa "Gono-gini Kursi Menteri". *HUMANIKA*, 28(1), 39–50. <https://doi.org/10.14710/HUMANIKA.V28I1.36491>
- Annas, A., & Fitriawan, R. A. (2018). Media dan Kekerasan: Analisis Norman Fairclough terhadap Pemberitaan Tarung Gladiator. *Jurnal Sosial Politik*, 4(1). <https://doi.org/10.22219/sospol.v4i1.5224>
- Aryadillah, A., & Fitriansyah, F. (2022). Strategi Kampanye Politik Anies Baswedan dalam Membangun Citra Politik pada Pemilihan Presiden Tahun 2024. *Jurnal Public Relations (J-PR)*, 3(1), 87–92. <https://doi.org/10.31294/jpr.v3i1.1150>
- Damayanti, N., & Hamzah, R. E. (2017). Strategi Kampanye Politik Pasangan Jokowi-JK pada Politik Pemilihan Presiden 2014. *WACANA, Jurnal Ilmiah Ilmu Komunikasi*, 16(2), 279. <https://doi.org/10.32509/WACANA.V16I2.52>
- Dinata, R. A., & Andriyani, L. (2022). Strategi Kampanye Politik Partai Keadilan Sejahtera dalam Pemilihan Umum Tahun 2019 di Kota Depok. *INDEPENDEN: Jurnal Politik Indonesia Dan Global*, 3(1), 37. <https://doi.org/10.24853/INDEPENDEN.3.1.37-46>
- Durmaz, Z., & Yogun, M. S. (2022). A Critical Discourse Analysis of a Visual Image in Norman Fairclough's CDA Model. *Uluslararası Eğitim Araştırmacıları Dergisi*, 5(1), 25–33. <https://doi.org/10.52134/ueader.1101763>
- Fajar Wicaksana, M. (2014). Analisis Wacana Tekstual dan Kontekstual Lagu 'Teluk Bayur' Karya Zainal Ariffin. *Widyabastra*, 02(2), 116–122.
- Faradi, A. A. (2015). Kajian Modalitas Linguistik Fungsional Sistemik pada Relevansinya dengan Pembelajaran Wacana di Sekolah. *RETORIKA: Jurnal Ilmu Bahasa*, 1(2), 233–249.
- Hidayatullah, S., & Romadhon, M. Y. (2020). Analisis Peristiwa Tutar (Speaking) dalam Acara Ngobras Bersama Dekan FKIP UMUS Brebes. *Jurnal Ilmiah SEMANTIKA*, 2(01), 1–12. <https://doi.org/10.46772/semantika.v2i01.258>
- Islamiyah, H. (2021). Distorsi Bahasa Komunikasi Politik Jokowi Mengenai Pembangunan Papua. *JIKE: Jurnal Ilmu Komunikasi Efek*, 4(2), 192–210. <https://doi.org/10.32534/JIKE.V4I2.1662>
- Jupriyono, D., Lisna Amilia, D., & BAC Paramita, F. (2022). Bentuk Kalimat, Posisi Proposisi, Pronomina, dan Nominalisasi dalam Ragam Bahasa Politik. *Bahasa Dan Sastra*, 02(01), 42–54.
- Kamalgoo, M., & Atharinia, M. (2020). Discourse Analysis of Muhammad al-Bassati's Novel Sakhbeh al-Bahrain (In Light of Norman Fairclough's Critical Approach). *Journal of Research in Narrative Literature*.
- Kusumaningsih, D., Nugroho, A., Saptomo, S. W., Sudiatmi, T., & And Muryati, S. (2023). The Fairclough Critical Discourse Analysis Model in the Used Motorcycle Sale Advertising on Facebook: A Case Study. *Edukasi: Jurnal Pendidikan dan Pengajaran*, 10, 148–163.
- Latifah, S. A., Widayati, W., & Sarni, N. N. (2022). Bahasa Politik Novel Kawi Matin di Negeri Anjing karya Arafat Nur. *Wacana: Jurnal Bahasa, Seni, dan Pengajaran*, 6(1), 1–13. <https://doi.org/10.29407/JBSP.V6I1.18329>
- Lestari, F. J., Pebrianti, S., & Syaifullah, A. R. (2018). Strategi Kampanye Ridwan Kamil dalam Media Instagram. *FON: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 13(2). <https://doi.org/10.25134/FJPBSI.V13I2.1548>
- Magfira, A., Suyitno, S., & Suhita, R. (2022). Critical Discourse Analysis Studies in Customary Law Text of the Bima Land: Norman Fairclough Model. *Journal of Social Science*, 3(6), 2023–2032. <https://doi.org/10.46799/jss.v3i6.473>
- Mahmudi, M., Amrullah, H. F., Iskandar, D., Ramadhanti, N., Hasibuan, M., & Widyastuti. (2020). Commodification of Dieng Gimbal Hair Children in Digital Media: Norman Fairclough's Critical Discourse Analysis. *E-Bangi: Journal of Social Sciences and Humanities*, 17(9), 168–181.
- Malik Umer Ajmal, & Tayyaba Zainab. (2024). Depiction of Women as Unfair Creatures in

- John Donne's "Go and Catch a Falling Star": Utilizing Norman Fairclough's Model as a Research Tool in the Critical Discourse Analysis. *Journal of Applied Linguistics*, 3(2), 18–27. <https://doi.org/10.52622/joal.v3i2.177>
- Marrietta, Y., Yosani, A., Ginanjar, B., & Nurjanah, A. F. (2022). Penggunaan Eufemisme dalam Komentar di Postingan Instagram Nadiem Makarim. *Jurnal Hastata Wiyata*, 5(2), 8–20. <https://doi.org/10.21776/ub.hastawiyata.2022.005.02.02>
- Mustikawati, D. A. (2021). Critical Discourse Analysis of "Answer to Non-muslims Common Questions About Islam" by Using Norman Fairclough. *1st International Conference of Education, Social and Humanities (INCESH 2021)*, 581(Incesh), 120–126.
- Nasution, Z. (2017). Bahasa sebagai Alat Komunikasi Politik Dalam Rangka Mempertahankan Kekuasaan. *Sodality: Jurnal Sosiologi Pedesaan*, 1(3). <https://doi.org/10.22500/SODALITY.V1I3.5897>
- Nisa, I. K., & Adi, I. R. (2023). The Cultural Construction of Barbie in American Discourses: Norman Fairclough's Critical Discourse Analysis. *Rubikon: Journal of Transnational American Studies*, 10(2), 144. <https://doi.org/10.22146/rubikon.v10i2.86576>
- Nurdin, C. R., Widaningsih, T., & Budianto, H. (2023). Media Discourse of Indonesian Presidential Debates between Joko Widodo and Prabowo Subianto in 2019 Election (Analysis Study of Norman Fairclough's Critical Discourse in Republika). *International Journal of Environmental, Sustainability, and Social Science*, 4(2), 582–592. <https://doi.org/10.38142/ijess.v4i2.526>
- Rafiq, K., Bari, A., & Hussain, N. (2021). A Critical Discourse Analysis of Columns of Orya Maqbool Jan Using Norman Fairclough CDA model. 5(1), 23–34.
- Rahima, A. (2021). Variasi Sapaan Ragam Akrab dan Ragam Santai Masyarakat Melayu Jambi dalam Komunikasi Verbal (Kajian Sociolinguistik). *Jurnal Ilmiah Dikdaya*, 11(1), 1. <https://doi.org/10.33087/dikdaya.v11i1.185>
- Randy, R., & Briones, Y. (2017). A Demonstrative Analysis of News Articles Using Fairclough's Critical Discourse Analysis Framework. *Beyond Words*, 5(1), 83–97.
- Risdianto, Faizal., Sumarlam., & Malihah, Noor. (2018). The Representation of Power in the Text News on the Meiliana Case (A Norman Fairclough Critical Discourse Analysis). *Advances in Social Sciences, Education and Humanities Research*, 280(Basa), 234–245.
- Rully Khairul Anwar, & Merryam Agustine. (2020). Strategi Kampanye "Kang Pisman" pada Media Luar Ruang di Wilayah Rekreasi Kota Bandung. *Journal of Tourism Destination and Attraction*, 8(2), 99–106. <https://doi.org/10.35814/TOURISM.V8I2.1475>
- Sabir, M., & Kanwal, N. (2018). Norman Fairclough's Model as a Research Tool in the Critical Discourse Analysis of Robert Frost's Poem Fire and Ice. *Wah Journal of Social Sciences*, 1(1), 83–99.
- Sartini, N. W. (2015). Bahasa dan Pencitraan: Strategi Kebahasaan dalam Wacana Politik. *Jurnal Tutur*, 2, 171–179.
- Soeharto, Muhammad, Hidayat, D. N., Alek, & Septiawan, Y. (2021). A Critical Discourse Analysis of Online News Texts: A Case of *tribun-timur.com*. *Wiraloda English Journal (WEJ)*, 5(1), 32–44.
- Sofyan, Z., & Yuhamar. (2021). Retorika Bahasa Politik Presiden Joko Widodo dalam Mata Najwa Edisi Jokowi Diuji Pandemi (pendekatan sociolinguistik). *An-Nahdah Al-'Arabiyah*, 1(2), 1–17. <https://doi.org/10.22373/NAHDAH.V1I2.1227>
- Suharto, T. (2016). *Bahasa Politik dalam Teks Pidato Presiden Susilo Bambang Yudhoyono* [Disertasi]. Universitas Negeri Malang.
- Sutama, P. (2018). Politik Bahasa, Regulasi, dan Eksistensi Bahasa Lokal. *Jurnal Seminar Internasional APBL*.
- Todo, M. F. L., & Budiarta, I. W. (2018). Critical Discourse Analysis on Kompas Daily Newspaper Report on Profiteering through the Names of President Jokowi and Vice President Jusuf Kalla. *RETORIKA: Jurnal Ilmu Bahasa*, 4(1), 26–37. <https://doi.org/10.22225/jr.4.1.162.26-37>
- Umar, A., & Kahar, S. (2021). Strategi Kampanye Calon Anggota DPRD Kota Ternate ditengah-tengah pemilihan presiden 2019. *Sang Pencerah: Jurnal Ilmiah*

Universitas Muhammadiyah Buton, 7(1),
63–70.

<https://doi.org/10.35326/PENCERAH.V7I1.975>

Yusyama, A. Y., & Khoirunnisa, R. (2021). Analisis Wacana Kritis pada Media Massa Daring (Online) Bantennews.co.id Kolom Hukum Edisi Februari 2021. *Jurnal Ilmiah Dikdaya*, 11(1), 15. <https://doi.org/10.33087/dikdaya.v11i1.183>