Critical Discourse Analysis: Advice via Instagram social media Regional Heads in The Use of Technology in Public Education

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Abstract

This research aims to analyze critical discourse based on Teun van Dijk's method which is divided into microstructure, superstructure and microstructure aspects. The method used in this research is a qualitative descriptive method with the type of research in the form of library research or library research which focuses on documentary analysis which refers to on the Instagram posts of regional heads Wahidin Halim (Governor of Banten Province) @wh_wahidinhalim, Anies Baswedan (Governor of DKI Jakarta) @aniesbaswedan, Ridwan Kamil (Governor of West Java) @ridwankamil, Ganjar Pranowo (Governor of Central Java) @ganjar_pranowo, and Khofifah Indar Parawansa (Governor of East Java) @khofifah.ip. The results of research in critical discourse analysis according to Teun A. Van Djik's model are divided into three aspects, namely macro structure, superstructure and micro structure. This aspect can be found in social media posts with the same pattern, so it can be concluded that the aspect of critical discourse analysis in Instagram posts during the Covid-19 pandemic was that regional heads (governors) gave recommendations and appeals to the public to comply with health protocols and reduce activities outside the home

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INTRODUCTION

Prevention of the Covid-19 pandemic which took place from the beginning of 2020 – 2022 made regional leaders provide information through their respective social media by relying on access to information technology. Media that is present in society is an effort to connect information and communication between the government and society and vice versa (Willy Haposan et al., 2022). The role of the media in the government sector today is very central in conveying various kinds of information. Government policies in providing socialization to the community vary depending on community conditions.

The rapid and massive development of technology and information makes it easy for people to get information from digital media (Kaila, 2021). Digital information media, in terms of convenience and effectiveness, can create a digitally

literate society. Indirectly, digital information media can change people's way of thinking in interacting and communicating (Saragih, 2018).

Of course, the current development of digital information also has an impact on the rapid pace of communication outside of the person conveying the information to the recipient of the message. The rapid pace of information without the ability of the public to examine any information circulating has given rise to various social problems and moral issues, fake news or hoaxes as well as sarcastic and blasphemous comments on digital media are one example of the negative impact of digital media today (Sari et al., 2021).

There is a need for the government's role, starting from regional heads, to be able to provide information centers in an informative, creative and fast manner. So that the public is able to find out appropriate information based on information from regional leaders.

The results of data analysis and discussion were obtained from the Instagram posts of regional heads Wahidin Halim (Governor of Banten Province) @wh_wahidinhalim, Anies Baswedan (Governor of DKI Jakarta) @aniesbaswedan, Ridwan Kamil (Governor of West Java) @ridwankamil, Ganjar Pranowo (Governor of Central Java) @ jasar_pranowo, and Khofifah Indar Parawansa (Governor of East Java) @khofifah.ip.

The source used is a post from Instagram @wh_wahidinhalim which was uploaded on April 5 2020 with the post title Prohibition on going home and going on picnics. The following is a critical discourse analysis of posts from Instagram @wh_wahidinhalim.

METHODS

This research uses a qualitative descriptive method with the type of research in the form of library research or library research which focuses on documentary analysis (Amiroh & Admoko, 2020). The method used will later refer to the source of the Instagram posts of regional heads Wahidin Halim (Governor of Banten Province), Anies Baswedan (Governor of DKI Jakarta), Ridwan Kamil (Governor of West Java), Ganjar Pranowo (Governor of Central Java), and Khofifah Indar Parawansa (Governor East Java) with research objects in posts related to Covid-19.

The techniques used in collecting data are documentation, listening and taking notes with data analysis techniques including data redaction, data presentation and drawing conclusions. Data analysis carried out in this research was macro structure, super structure and micro structure. The following is a model of analytical methods in critical discourse structure according to Teun A. Van Djik's model.

RESULT

Macro Structure (Theme/Topic)

Macro structure based on Instagram of regional heads Wahidin Halim (Governor of Banten Province) @wh_wahidinhalim, Anies Baswedan (Governor

of DKI Jakarta) @aniesbaswedan, Ridwan Kamil (Governor of West Java) @ridwankamil, Ganjar Pranowo (Governor of Central Java) @ganjar_pranowo, and Khofifah Indar Parawansa (Governor of East Java) @khofifah.ip. The macro structure in Teun Van Dijk's model contains general insights from Instagram posts which can be analyzed from the themes or topics in the Instagram posts of each regional head.

Based on the results of the analysis carried out based on the Teun Van Dijk model, the macro structure was obtained in the Instagram posts of regional heads Wahidin Halim (Governor of Banten Province) @wh_wahidinhalim, Anies Baswedan (Governor of DKI Jakarta) @aniesbaswedan, Ridwan Kamil (Governor of West Java) @ridwankamil, Ganjar Pranowo (Governor of Central Java) @ganjar_pranowo, and Khofifah Indar Parawansa (Governor of East Java) @khofifah.ip generally provide themes or topics about how to break the chain of distribution of Covid-19 and provide information to the public through posts.

This general theme or topic is based on the unfinished spread of Covid-19, so the role of regional heads in providing outreach about prevention and efforts to break the Covid-19 chain needs to be carried out. This can be seen in the results of the analysis which uses recommendations and prohibitions as an effort to prevent Covid-19 from spreading more widely.

Superstructure

Based on the results of discourse analysis of the Teun Van Dijk model, superstructure was obtained in the Instagram posts of regional heads Wahidin Halim (Governor of Banten Province) @wh_wahidinhalim, Anies Baswedan (Governor of DKI Jakarta) @aniesbaswedan, Ridwan Kamil (Governor of West Java) @ridwankamil, Ganjar Pranowo (Governor of Java Central) @ganjar_pranowo, and Khofifah Indar Parawansa (Governor of East Java) @khofifah.ip there are aspects in the form of title, content and cover relating to the regional head government's efforts to provide advice to the community to comply with government policy in breaking the chain of spread Covid-19 and implementing health protocols.

Micro Structure 1 (Semantics: Setting, Details, Intent, Presuppositions)

Based on the results of discourse analysis of the Teun Van Dijk model, superstructure was obtained in the Instagram posts of regional heads Wahidin Halim (Governor of Banten Province) @wh_wahidinhalim, Anies Baswedan (Governor of DKI Jakarta) @aniesbaswedan, Ridwan Kamil (Governor of West Java) @ridwankamil, Ganjar Pranowo (Governor of Java Middle) @ganjar_pranowo, and Khofifah Indar Parawansa (Governor of East Java) @khofifah.ip there are aspects in the form of background, details, intentions and presuppositions.

The background aspects in several Instagram posts analyzed show public places related to social life during the pandemic, such as community health centers and sub-districts. Of course, aspects of this background vary according to the conditions of each regional head's autonomy.

In the general detailed aspect of the Instagram posts of regional heads Wahidin Halim (Governor of Banten Province) @wh_wahidinhalim, Anies

Baswedan (Governor of DKI Jakarta) @aniesbaswedan, Ridwan Kamil (Governor of West Java) @ridwankamil, Ganjar Pranowo (Governor of Central Java) @ganjar_pranowo, and Khofifah Indar Parawansa (Governor of East Java) @khofifah.ip conveyed the reasons for implementing recommendations and prohibitions in reducing the number of Covid-19 cases in Indonesia.

Furthermore, based on elements of presumption, all regional heads want the community to continue to maintain health and comply with applicable health protocols as an effort to reduce the number of Covid-19 cases in Indonesia.

Microstructure 2 (Syntax: Form, sentences, Coherence, pronouns)

Based on the results of discourse analysis of the Teun Van Dijk model, superstructure was obtained in the Instagram posts of regional heads Wahidin Halim (Governor of Banten Province) @wh_wahidinhalim, Anies Baswedan (Governor of DKI Jakarta) @aniesbaswedan, Ridwan Kamil (Governor of West Java) @ridwankamil, Ganjar Pranowo (Governor of Java Middle) @ganjar_pranowo, and Khofifah Indar Parawansa (Governor of East Java) @khofifah.ip there are aspects in the form of form, sentences, coherence and pronouns.

In general, all posts presented by regional heads have a deductive pattern or have a main idea at the beginning of the Instagram post, this is an effort to make it easier for the public to read the information they want to convey and the purpose of the Instagram post.

RESULT & DISCUSSION

The results of data analysis and discussion were obtained from the Instagram posts of regional heads Wahidin Halim (Governor of Banten Province) @wh_wahidinhalim, Anies Baswedan (Governor of DKI Jakarta) @aniesbaswedan, Ridwan Kamil (Governor of West Java) @ridwankamil, Ganjar Pranowo (Governor of Central Java) @ jasar_pranowo, and Khofifah Indar Parawansa (Governor of East Java) @khofifah.ip.

The source used is a post from Instagram @wh_wahidinhalim which was uploaded on April 5 2020 with the post title Prohibition on going home and going on picnics. The following is a critical discourse analysis of posts from Instagram @wh_wahidinhalim.

Tabel 1. Instagram Critical Discourse Analysis @wh_wahidinhalim which was uploaded on April 5 2020 with the post title Prohibition on going home and going on picnics.

Discourse Structure	Element	Analysis Results
Macro Structue	Thematic: Topic/Theme	Prohibition on going home and going on picnics.
Structuresuper	Scema Seantics	Title: No going home, no picnics, no physical meetings, friendship is still fun
Macro Structire 1	Semantics: Setting, Details, Purpose, Presuppositions	Background Elements: Banten Province Information, Statistics and Coding Communication Service.

		Detail Element: Provides an infographical rationale for the reasons why Banten Province banned homecoming and picnicking during the implementation of community restrictions due to Covid-19.
		Elements of purpose: Providing recommendations and prohibitions so that you do not have ODP (Person Under Monitoring) status as a result of going home and picnicking during community restrictions due to Covid-19.
		Elements of presumption: Banten Province has implemented a ban on going home and picnicking to avoid a spike in Covid-19 cases in Indonesia, especially in Banten Province.
Struktur Mikro 2	SYNTAX: Sentence form, Coherence	Form elements: The sentence from the first infographic post presents an informative sentence about not going home and going on picnics with an inductive pattern (the main idea is at the end of the Instagram post)
		Coherence element: the information contained in the news text is related to each other, then there are several repetitions of the words not to go home and have a picnic.

Source: https://www.instagram.com/p/BmCMKuFlOu/?igshid=NmE0MzVhZDY%3D

Critical discourse analysis related to the Covid-19 pandemic, based on Van Dijk's critical discourse method, was also carried out by the Governor of DKI Jakarta with the Instagram name @aniesbaswedan. Here the author presents the results of critical discourse analysis in an Instagram post @aniesbaswedan.

Table 2. Critical Discourse Analysis on Instagram @aniesbaswedan which was uploaded on October 1 2021 with the post title Cinemas Reopen During the PPKM Period in Jakarta.

Discourse Structure	Element	Analysis Results
Macro Structure	Tematik: Topik/Tema	rocedures for visiting a cinema during the Covid-19 pandemic in Jakarta
Superstruktur	Skematik Skema	Title: Cinemas reopen during PPKM period in Jakarta.
Micro Structure 2	Semantics: Setting, Details, Intent, Presuppositions	Explore the setting: cinemas throughout Jakarta

		Detailed elements: provide direction and information about the rules when Jakarta residents want to watch films in cinemas to comply with health protocols and use the JAKI application to monitor vaccination locations and to report monitoring of community mobility.
		Intent element: the public can download the JAKI application first before going to the cinema to monitor mobility and whether the cinema location is safe or not from Covid-19.
		Presumption element: Jakarta residents must have the JAKI application to monitor vaccine locations and regional status during the Covid-19 pandemic.
Struktur Mikro 2	Sintaksis: Bentuk kalimat, Koherensi	Form elements: sentences from the infographic text in the first post present information in a deductive pattern (the main idea is at the beginning of the post) about cinemas in Jakarta being reopened by complying with the applicable regulations in accordance with DKI Jakarta Gubernatorial Decree No. 1122 of 2021.
		Element of coherence: the information contained in @aniesbaswedan's post is interconnected and there is repetition of words or sentences to clarify the previous sentence.
		Usnur pronouns: the pronouns in @aniesbaswedan's post contain the first person pronoun, namely "me" in the 2nd - 6th scroll post. Then the second person pronoun also appears in the front post with the following sentence quoted "this is what you should what you do when you go to the cinema according to…"

Source: https://www.instagram.com/p/CUfKf5FvY6K/?igshid=NmE0MzVhZDY=

CONCLUSION

The results of the macro structure analysis on the five Instagram accounts together provide a discussion about preventing and breaking the Covid-19 chain. Then, for the overall superstructure aspect, the Instagram posts of the five regional

heads' accounts meet the requirements in the form of introduction, body and conclusion. Then, in terms of the overall micro structure aspect, the Instagram posts submitted show that writing information has formed a discourse that presents discussion topics about preventing the transmission of Covid-19 in society. The completeness of these aspects is able to provide information to the public in a clear and easy to understand manner for prevention and information related to the Covid-19 pandemic. It is hoped that in the future this research can be expanded with data sources on regional heads in Indonesia so that it can analyze discourse more widely and add to the body of discourse knowledge.

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